

**STAFF REPORT TO THE MARIN COUNTY  
PLANNING COMMISSION  
Short Term Rental (STR) Ordinance Update Workshop**

**Recommendation:** Conduct a workshop and hear public testimony on the Short Term Rental Ordinance Update.

**Hearing Date:** June 12, 2023  
**Project Planner:** Kathleen Kilgariff  
**Signature:**

**SUMMARY**

The County is reevaluating its existing Short Term Rental (STR) Ordinance to improve the availability of middle- and lower-income housing, while maintaining access to economic opportunities, services and activities in the in the unincorporated areas of the County. At this time, staff is conducting outreach to better understand community perspectives regarding STRs. Operating standards, noticing requirements, emergency preparedness, and enforcement are all subjects that have been broached in our initial conversations with the public.

Through public engagement opportunities, staff has learned that there are many perspectives involved in this work. From those who are concerned about the availability and affordability of long-term housing in our unincorporated communities to those who benefit from the use, which allows people to afford the high costs of living or owning a home in Marin.

The purpose of this workshop is to present background information and public input to your Commission in advance of drafting the STR Ordinance and to provide the public with an opportunity to comment on future STR regulations.

While this is the first time in several years that the Planning Commission is holding a hearing on the topic, it will not be the last. The Planning Division will be proposing to update the County's existing STR Ordinance to strengthen the County's regulatory framework for STRs, especially in the Coastal Zone, later this year. Once adopted the Planning Commission the Board, Planning Division staff will be preparing an amendment to the Local Coastal Program to reflect the new regulations for review and approval by the Coastal Commission.

## BACKGROUND

There are a number of critical terms to understand in any discussion about STRs. For the purpose of Marin County's STR Ordinance update, those terms and their definitions are as follows:

- **Short Term Rental (STR):** A rental of residential property for a lease term of less than 30 days.
- **Host:** A person who has the legal right to occupy the dwelling unit and to allow short-term residential occupancy.
- **Hosted Short Term Rental:** The short-term residential occupancy of either the host's primary residence or a separate dwelling unit on the same premises as the host's primary residence.
- **Whole House Short Term Rental:** Short-term residential occupancy of the host's entire dwelling unit while the host is not physically present and residing in the dwelling unit.

On August 7, 2018, the Marin County Board of Supervisors adopted the County's first STR Ordinance (Ordinance No. 3695) with a limited, two-year term. The Ordinance requires public notification of STRs be provided to surrounding neighbors, requires operators to provide guests with "Good Neighbor" house rules – which include sharing existing County regulations (for example, noise, parking, trash standards) to ensure that STRs do not adversely impact neighbors, and establishes a short-term rental hotline for complaints, which is currently operated by Host Compliance, the County's third party STR monitor.

Further, STR operators are required to identify a Local Contact Person at the time one applies for the required licenses to operate a STR. As outlined in Section 5.41.020 of the Marin County Code, a Local Contact Person is a person who is available to respond to STR complaints.

The rationale behind these requirements is based on the idea that neighbors should be able reach out directly to those responsible for the STR, should any issues arise. If the Local Contact Person cannot address the issue, it can be elevated to the County's STR Hotline, which is monitored 24 hours a day. If the caller selects the option to do so, the Hotline operator also has an ability to inform the Local Contact Person of the complaint.

In addition to the requirements under the Ordinance, the Marin County Department of Finance requires STR operators register for a Business License and Transit Occupancy Tax (TOT) Certificate, providing accountability and payment of taxes and fees commensurate with the visitor-serving use.

With the pending expiration of the Ordinance No. 3695, on July 28, 2020, the Board of Supervisors approved Ordinance No. 3739 (Attachment 3), which maintained all of the "Good Neighbor" policies and notification standards from the original ordinance and made one minor change requiring that the Local Contact Person information must be provided at the time of application for a TOT certificate and when reporting TOT, rather than at the time a business license is issued or renewed.

At the time the Ordinance No. 3739 was approved, both staff and the Board acknowledged that a number of public commenters expressed concerns about the impacts of STRs on communities and requested reevaluation of the County's STR Ordinance to expand its scope and purpose. Given the COVID-19 pandemic conditions, there were significant obstacles to initiating that effort and being able to conduct adequate public outreach.

## SHORT TERM RENTALS AND HOUSING IN MARIN

In the time since the most recent STR Ordinance was approved, longstanding challenges such as high housing costs and limited housing availability have continued in Marin County. According to the County Assessor, the 2022 median home price for a detached, single-family home in Unincorporated Marin was \$1.9 million. Additionally, according to data gathered by RentCafe in October 2021, rental prices throughout unincorporated Marin average \$2,900 a month, and have increased steadily over the years. According to HUD, fair market rate rent in 2021 for a two-bedroom unit was \$3,553, an increase of 94% in the last decade.

Housing shortages and prices are likely affected by the high number of homes used as STRs instead of as permanent residences. A significant proportion of the housing in some communities has been converted to commercial use in the form of STRs. For example, 25% of all housing units in Marshall and 27% percent in Stinson Beach are registered as STRs. Dillon Beach contains the highest percentage of properties used as STRs, with approximately 31% of residential properties registered as STRs. A summary of the number of STRs by area is provided in the table below (and further expanded on in Attachment 1).

Residential Short Term Rental by Area			
Area	Number of STRs	Number of Parcels Developed with Living Units	Percentage of Parcels Used as STRs
<b>Coastal Zone</b>	568	3450	16%
<b>West Marin Communities Outside of the Coastal Zone</b>	53	1798	3%
<b>East Marin Communities</b>	252	17805	1%
<b>All of Unincorporated Marin</b>	873	23053	3%

Source: Department of Finance and Assessor-Recorders 2022 Tax Roll

A number of communities in the Coastal Zone have traditionally been popular vacation destinations with many homes being used as vacation rentals for many years, if not generations. Visitors can have positive effects on local economies by supporting shops, restaurants, agricultural producers, and other visitor serving businesses. In some instances, local communities accept and encourage STRs as a valuable part of the social and economic fabric of an area. For example, in discussions with Dillon Beach community members, people often shared that Dillon Beach is a vacation community and that, overall, the high percentage of homes used as STRs does not impact affordable long-term housing. Many shared that there are limited resources in the community (low number of jobs, few businesses, limited access to amenities, no grocery store, etc.), making it a more desirable place for visitors than long-term renters.

In the Eastern areas of the County, Unincorporated Mill Valley has the highest percentage of STRs – 3% of the roughly 5,600 residentially developed properties are licensed to operate STRs. However, the impacts of STRs outside of West Marin are not felt as acutely due to the higher number of houses along the Highway 101 corridor and lower overall percentage of the housing stock that is dedicated to STRs (a total of 1% of the 17,800 residentially developed properties are licensed as STRs).

Further, the flexibility and the income generated by STRs, where nightly rates can average around \$550 per night, while some range up to over \$1,000/night, in comparison to that earned with a long term rental, is likely an incentive for property owners to seek STR use, serving visitors rather than traditional renters.

While the impacts of STRs are mixed, a high percentage of homes being dedicated to STRs in some smaller towns and villages is seen as hollowing out local communities, adversely affecting the schools and social fabric enjoyed in these smaller towns and villages. Further, there are growing concerns in Marin communities about impacts of STRs on the availability of housing for workforce, families, and community members as well as the ability to build and maintain the human relationships that form community.

#### SHORT TERM RENTAL MORATORIUM – WEST MARIN.

During recent Housing Element outreach efforts, community discussions indicated that STR uses may be affecting the supply and affordability of housing – particularly in West Marin communities, which have become increasingly attractive to homebuyers and where there are relatively small numbers of homes. Of note, 621 (or 71%) of the County’s roughly 873 STRs are located in West Marin. Additionally, 12% of the approximately 5,248 properties currently developed with residential units are used as STRs in this area of the County.

In response, on May 24, 2022, the Board of Supervisors adopted an urgency ordinance, establishing a moratorium on STRs in the West Marin Area (also known as the Measure W or West Marin Transient Occupancy Tax Area). The purpose of the STR moratorium in the Measure W area is to maintain stability in housing supply while County staff and decision makers evaluate policies and contemplate proposals to improve the availability of middle- and lower-income housing in the West Marin Area, while preserving coastal access.

The moratorium was approved by an urgency ordinance, meaning there was not a lot of time to update community members about the regulations. To address the time sensitive nature of the moratorium, staff conducted more outreach than usual, and exceeded state law notification requirements. For example, prior to the Board’s adoption of the moratorium, staff:

- Placed advertisements of Board Meetings in the Marin IJ
- Distributed press releases announcing the moratorium.
- Spoke with local reporters, and stories about the potential moratorium were published in the Marin IJ, Point Reyes Light, and the San Francisco Chronicle.
- Discussed the potential moratorium on KWMR and KQED.
- Mailed notifications to both compliant and non-compliant STR operators.

As a result of this outreach, from May 5 to May 24, 2022, more than 150 property owners registered for the necessary licenses to operate a STR.

In conformance with State law, the Board extended the STR moratorium at their regularly scheduled hearing on June 21, 2022 until May 23, 2024. At this time, the Board has not indicated that they are open to lifting the moratorium, and it is expected to be in place until the May 2024 deadline or whenever the California Coastal Commission certifies updated STR regulations.



## **PUBLIC OUTREACH**

Since the STR moratorium was passed, staff has continued to work towards updating the existing STR regulations. To date, staff has conducted research and outreach, attended community meetings, and taken time to speak with members of the public and public agencies about their experiences with STRs.

To kick off the STR Ordinance Update staff hosted five, district wide STR Learning Sessions during Fall 2022. At these Learning Sessions, staff shared background on STRs in Marin, presented STR data (related to the number of STRs in the Unincorporated Areas and percentage of residential properties used as STRs by community, complaints received by the STR Hotline, rental market data), and discussed draft Guiding Principles with attendees.

The feedback and anecdotes shared informed the Guiding Principles, that in turn inform the direction of this STR Ordinance Update:

1. Prioritize housing supply and affordability, and consider regulations in light of their effects on the cost and availability of housing within individual communities.
2. Advance equity in access to economic opportunities, services and activities.
3. Recognize that Marin County has historically provided vacation opportunities to the greater Bay Area region and State.
4. Distinguish among types of STR operations and operators, e.g., hosted and whole house, single and multiple ownerships, etc.
5. Consider environmental constraints such as water and sewage capacity.
6. Develop regulations that are clear, affordable, simple, and enforceable (C.A.S.E).
7. Assure that STRs are good neighbors considering noise, parking, trash and other neighborhood quality of life concerns.

In addition to the early learning sessions where the Guiding Principles were developed, staff has continued to engage with the public using the following approaches:

- In response to feedback provided at the Learning Sessions, staff held a meeting focused entirely on the STR moratorium in January 2023. The purpose of this meeting was to discuss and take further comments on the STR moratorium and ways the County can improve communication with community members, especially when the property owner may not live in the area.
- Planning staff attended Supervisor Rodoni's Fall 2022 and Spring 2023 Office Hours, which are biannual meetings that are held throughout District 4 communities.
- Planning staff extended the offer to attend other community meetings, hosted by neighborhood groups, HOAs, or professional organizations. To date, the Dillon Beach Neighborhood Group and a self-formed group of individuals from various coastal communities have accepted this offer.
- Staff conducted and widely distributed a STR Survey to garner feedback on potential STR regulations (further discussed below).
- Staff will continue to meet and discuss with community members through group discussions and one-on-one interviews.

## **PROJECT SCHEDULE**

The moratorium in West Marin expires May 23, 2024, and the objective is to have permanent STR regulations in place prior to this date. However, since any regulations in the Coastal Zone must be certified by the California Coastal Commission, staff must first prioritize regulations in this area.

In addition to the time-sensitive nature for STR regulations, the Coastal Zone contains the majority of the STRs in the County. In the Coastal Zone, 16% of parcels that are developed with at least one dwelling unit are used as STR properties. As such, ensuring regulations are in place by May 23, 2024 will have the greatest impact in this area.

Staff plans to submit a Local Coastal Program Amendment to the California Coastal Commission by the end of 2023 in the hopes that the Coastal Commission can review and certify regulations prior to May 23, 2024. Once the Local Coastal Program Amendment is submitted, staff will then bring forward regulations for areas outside of the Coastal Zone for Planning Commission and Board of Supervisors approval. A more detailed project timeline is outlined in Figure 1.

### STR PROJECT SCHEDULE – PHASE 1 - COASTAL ZONE REGULATIONS



*Figure 1 - Phase 1 Project Schedule*

## DISCUSSION

### STR SURVEY

One element of the County's efforts to solicit community input is a STR survey. It served as a way to gather feedback on potential STR regulations, including, limits on the overall number of STRs and operating requirements.

The survey period ran from March 30 through May 2, 2023. The County used both digital and paper platforms for this survey and it was made available in both English and Spanish. The digital survey was promoted extensively through County communication channels including email communications, social media posts, and media coverage (press release, KWMMR and Point Reyes Light coverage). Additionally, staff posted flyers throughout the unincorporated areas of the County and publicized the survey at community meetings. The paper format of the survey was made available at all library locations.

There was a total of 2,467 responses. 1,191 of the respondents indicated that they lived in Unincorporated Marin, 828 respondents noted that they lived in a town or city in Marin, 416 respondents identified as living outside of Marin, and 32 respondents did not identify where they live.

In general, there is a high level of support for STR limits and regulations from those who live in the unincorporated areas of the County. When reviewing responses from all respondents, there is lower support for limits on the number of STRs but support for operating requirements that ensure STRs tenants are safe and act as good neighbors. The overall survey summary is included in Attachment 2.

## **ADDITIONAL OUTREACH AND OPPORTUNITIES FOR FEEDBACK**

The final questions on the STR survey asked respondents if they were interested in further discussing STR regulations as part of a focus group. Over 500 respondents indicated that they would be interested in participating. After the Planning Commission Workshop staff will conduct facilitated group discussion with as many of the respondents as possible, though 500 far exceeds the level of interest expected and the capacity for small group discussions envisioned when staff designed the public outreach. Staff will supplement the group discussions by conducting interviews with stakeholders who do not participate in group discussions.

When draft regulations are prepared and released to the public, the County will host public meetings to introduce the regulations and discuss any questions or comments people may have. Feedback at these meetings will be recorded and incorporated into the draft regulations, if appropriate.

Finally, draft regulations will be brought before the Planning Commission and Board of Supervisors in the Fall of 2023. These meetings will be publicly noticed and allow time for public comments.

## **SOCIAL EQUITY**

A significant theme of the recent housing work in Marin County has been to affirmatively further fair housing based on state mandates and local interest. Affirmatively furthering fair housing means taking meaningful actions that, taken together, address significant disparities in housing needs and in access to opportunity, replacing segregated living patterns with truly integrated and balanced living patterns, transforming racially and ethnically concentrated areas of poverty into areas of opportunity, and fostering and maintaining compliance with civil rights and fair housing laws. As stated earlier in the staff report, STRs create a strain on the housing market. While others share that the commercial use of residential property allows them the opportunity to live in or maintain a home in Marin. Outreach and policy discussions will continue to include the costs and benefits of STRs as it relates to housing choice, access to amenities, and housing security.

Attachments:

1. Short Term Rental Data Package
2. Short Term Rental Survey Response Summary
3. Current Short Term Rental Ordinance (Ordinance No. 3739)
4. Public Communications

# Supplemental Short Term Rental Data for Planning Commission Workshop

## Residential Short Term Rentals

The following table summarizes the number of Residential Short Term Rentals (STRs) by Community. It also provides the number of total parcels developed with living units and percentage of properties used as STRs per community.

Residential Short Term Rental by Community			
<b>Coastal Zone</b>			
Community	Number of STRS	Parcels Developed with Living Units	Percentage of Parcels Used as STRs
Dillon Beach	125	408	31%
Stinson beach	192	704	27%
Marshall	28	110	25%
Muir Beach	20	147	14%
Bolinas	63	624	10%
Inverness	93	939	10%
Point Reyes Station	32	350	9%
Olema	3	33	9%
Tomales	12	135	9%
<b>Total</b>	<b>568</b>	<b>3450</b>	<b>16%</b>
<b>West Marin Communities Outside Coastal Zone</b>			
Community	Number of STRs	Parcels Developed with Living Units	Percentage of Parcels Used as STRs
Petaluma	6	163	4%
Forest Knolls	8	312	3%
Lagunitas	6	282	2%
Woodacre	12	578	2%
Nicasio	11	240	5%
San Geronimo	10	223	4%
<b>Total</b>	<b>53</b>	<b>1798</b>	<b>3%</b>
<b>East Marin Communities</b>			
Community	Number of STRs	Parcels Developed with Living Units	Percentage of Parcels Used as STRs
Mill Valley	143	5599	3%
Marin City	8	452	2%
Fairfax	5	393	1%
San Anselmo	11	901	1%
Greenbrae	9	752	1%
Kentfield	17	1605	1%
Tiburon	4	426	1%
Novato	20	2689	1%
San Rafael	33	4584	1%
Sausalito	2	367	1%
San Quentin	0	37	0%
<b>Total</b>	<b>252</b>	<b>17805</b>	<b>1%</b>

Sources: Department of Finance, Assessor-Recorder 2022 Roll

## Primary Home Exemptions

Primary homeowners are eligible for a Primary Home Tax Exemption. The following table summarizes the total number of properties in the unincorporated area that have the Primary Home Tax Exemption. Additionally, it provides the total number of Short Term Rentals that operate on a property with a Primary Home Tax Exemption. Note, this does not capture those who may rent their property long term and operate a Short Term Rental.

Short Term Rentals and Primary Home Exemptions						
Community	Number of Residentially Developed Properties	Number of Primary Home Tax Exemptions	Percentage of Primary Home Tax Exemptions per Community	Number of STRs	Number of Residential STRs on Properties with a Primary Home Tax Exemption	Percentage of STRs on Properties that Receive the Primary Home Tax Exemption
<b>Coastal Zone</b>						
Dillon Beach	408	67	16%	125	7	6%
Tomales	135	60	44%	12	4	33%
Marshall	110	23	21%	28	3	11%
Point Reyes Station	350	181	52%	32	20	63%
Inverness	939	328	35%	93	23	25%
Olema	33	15	45%	3	2	67%
Bolinas	624	242	39%	63	21	33%
Stinson beach	704	122	17%	192	16	8%
Muir Beach	147	89	61%	20	12	60%
<b>Total</b>	<b>3450</b>	<b>1127</b>	<b>33%</b>	<b>568</b>	<b>108</b>	<b>19%</b>
<b>West Marin Communities Outside Coastal Zone</b>						
Petaluma	163	71	44%	6	2	33%
Nicasio	240	123	51%	11	4	36%
Lagunitas	282	176	62%	6	2	33%
Forest Knolls	312	197	63%	8	2	25%
San Geronimo	223	159	71%	10	5	50%
Woodacre	578	377	65%	12	7	58%
<b>Total</b>	<b>1798</b>	<b>1103</b>	<b>61%</b>	<b>53</b>	<b>22</b>	<b>42%</b>
<b>East Marin Communities</b>						
Novato	2689	1783	66%	20	10	50%
San Rafael	4584	3043	66%	33	18	55%
San Anselmo	901	615	68%	11	6	55%
Fairfax	393	265	67%	5	4	80%
Greenbrae	752	538	72%	9	7	78%
Kentfield	1605	998	62%	17	9	53%
Mill Valley	5599	3570	64%	143	98	69%
Tiburon	426	298	70%	4	4	100%
Marin City	452	254	56%	8	4	50%
San Quentin	37	14	38%	0	0	0%
<b>Total</b>	<b>17438</b>	<b>11378</b>	<b>65%</b>	<b>250</b>	<b>160</b>	<b>64%</b>

Sources: Department of Finance, Assessor-Recorder 2022 Roll

## Unincorporated Commercial Visitor Accommodations (Hotels, Motels, Inns, Campgrounds, B&Bs)

It is important to understand the number of commercial visitor accommodations in the unincorporated areas of the County. Below, tables summarize the number of commercial accommodations by community, the number of units at each of those businesses (i.e. number of campsites, hotel rooms, etc.), and a breakdown of accommodations by type. Additionally, the Marin County Visitor Bureau releases an annual report with information related to occupancy rates and revenues.

Commercial Visitor Accommodations by Community		
Community	Number of Commercial Visitor Accommodations	Number of Units
Bolinas	3	11
Dillon Beach	3	327
Fairfax	1	1
Inverness	8	62
Lagunitas	1	1
Marshall	3	53
Mill Valley	6	152
Muir Beach	1	1
Nicasio	2	27
Novato	1	3
Olema	4	217
Point Reyes Station	4	9
San Geronimo	1	1
San Rafael	2	7
Sausalito	2	7
Stinson Beach	8	31
Tomales	2	9
Woodacre	2	2
<b>Total</b>	<b>54</b>	<b>921</b>

Source: Department of Finance

Commercial Accommodations by Use		
Commercial Accommodation Type	Number of Commercial Visitor Accommodations	Number of Units
Bed & Breakfast	27	43
Campground	2	512
Hotel	15	207
Inn	5	53
Motel	5	106
<b>Total</b>	<b>54</b>	<b>921</b>

Source: Department of Finance

Marin County Visitor Bureau STR Report			
Year	Occupancy Rate	Average Daily Rate	Hotel Room Revenue
2022	72.40%	\$168.97	9,496,041
2021	65.10%	\$145.59	\$70,122,019
2020	51.30%	\$126.87	\$48,098,651

← Correction: \$90,496,041

Source: Marin Visitors Bureau, <https://www.visitmarin.org/media/annual-reports/>

# Short Term Rentals

## Short Term Rental Survey Results Summary

### INTRODUCTION

A Short Term Rental (STR) survey was developed as part of the County's outreach efforts related to the Short Term Rental Ordinance Update.

The survey period ran from March 30 through May 2, 2023. The County used both digital and paper platforms for this survey and it was made available in both English and Spanish. The digital survey was promoted extensively through County communication channels including email communications, social media posts, and media coverage (press release, KWMR and Point Reyes Light coverage). Additionally, staff posted flyers throughout the unincorporated areas of the County and publicized the survey at community meetings. The paper format of the survey was made available at all library locations.

There was a total of 2,467 responses. 1,191 of the respondents indicated that they lived in Unincorporated Marin, 828 respondents noted that they lived in a town or city in Marin, 416 respondents identified as living outside of Marin, and 32 respondents did not identify where they live.

When evaluating the responses of the survey, staff focused on the responses from all respondents and those that identified as living in Unincorporated Marin. The results of the survey are further explained in the following sections.

### KEY FINDINGS

#### All Respondents

Among all respondents, there is lower support for establishing limits on STRs, but there is support for certain operating requirements. Specifically, a majority of all respondents agree that:

1. Short Term Rental owners should have to show that their property meets basic building safety standards.
2. Short Term Rental owners should have to show that their property meets basic septic system standards.
3. Short Term Rental owners should have to show that their property has enough onsite parking.
4. The County should require Short Term Rental owners to have adequate water supply and water conservation measures in place.

In general, there is lower support for requiring a local property manager or construction of a trash enclosure on STR properties.

## **Unincorporated Marin Respondents**

For respondents who live in the unincorporated areas of the County, there is support for establishing STR caps and operating requirements. Specifically, a majority of unincorporated residents agree that:

1. There should be a limit on the number of Short Term Rentals allowed in the unincorporated areas of the County.
2. The County should establish different regulations for hosted Short Term Rentals (where the primary occupant stays onsite while the property is rented) and those that operate whole house Short Term Rentals (where no host is on site).
3. Short Term Rental owners should only be allowed to operate one Short Term Rental.
4. There should be a limit on the number of Short Term Rentals by community.
5. Short Term Rental owners should have to show that their property meets basic building safety standards.
6. Short Term Rental owners should have to show that their property meets basic septic system standards.
7. Short Term Rental owners should have to show that their property has enough onsite parking.
8. The County should require Short Term Rental owners to have adequate water supply and water conservation measures in place.
9. Short Term Rental owners should have to show that their property has enclosed trash storage.

Of the 10 closed-ended questions, there was little support among all respondents for requiring a local property manager.

## **Open Ended Question**

There was an 11<sup>th</sup> question on the survey that provided the opportunity for respondents to add any additional comments. The following summarizes the key themes mentioned in the approximately 890 responses.

- Support for community-based regulations. For example, Dillon Beach should be able to accommodate more STRs given the fact that it has historically been a second home/vacation community.
- Support for less regulations.
- Support for property owners and their ability to operate a STR.
- Concern regulations will have adverse impacts on the local economy and workforce.
- Concern long-term housing will not be made available as a result of further regulations.
- Concern STRs impact available long-term housing, especially for renters, and limits should be placed on this use.
- Support for hosted STRs, where the resident of the property lives onsite or rents for a limited number of nights when away, as opposed to whole house STRs, where the property is not a primary resident and is used full-time as a STR, should be considered differently.



- Support for long-term housing over STRs.
- Desire to place limits on STRs. For example, limit the number of nights a STR can operate or establish guest/occupancy caps.
- Support for the construction of more ADUs, and support from the County for this.
- Support for ADUs as long-term housing options for community members on STR properties.
- Concern that there are not enough STRs, and the County should allow and/or encourage more of them.
- Concern that this will result in loss of vacation lodging options. Many respondents visit Marin and stay in STRs and would like to continue to do so.
- Concern for economic impacts to those who use their home as an STR to support living expenses.
- Concern that STRs limits impact.
- Support for striking a balance between local community equitable access to the coast.
- Support for “Good Neighbor” policies.
- Concern for use of homes for speculative purposes.
- Concern that the County is trying to address the housing crisis without considering other options, such as building more housing.
- Concern that new regulations will adversely affect those who currently operate STRs.

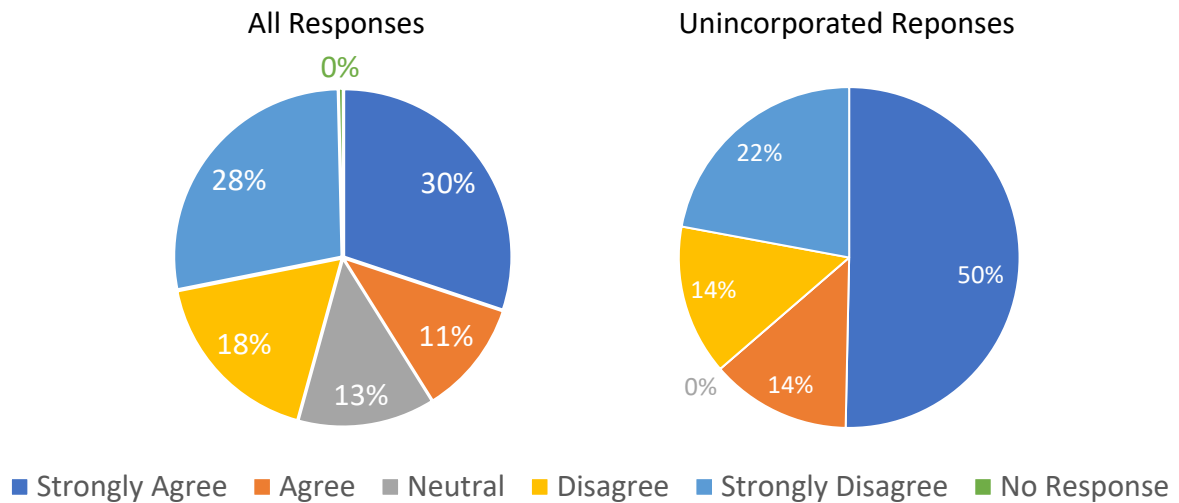
## **ADDITIONAL DATA**

Responses to the survey are further broken down by percentages in the attached response summary for Questions 1-10.

## **ATTACHMENT**

1. Supplemental Survey Information

1. There should be a limit on the number of Short Term Rentals allowed in the unincorporated areas of the County.



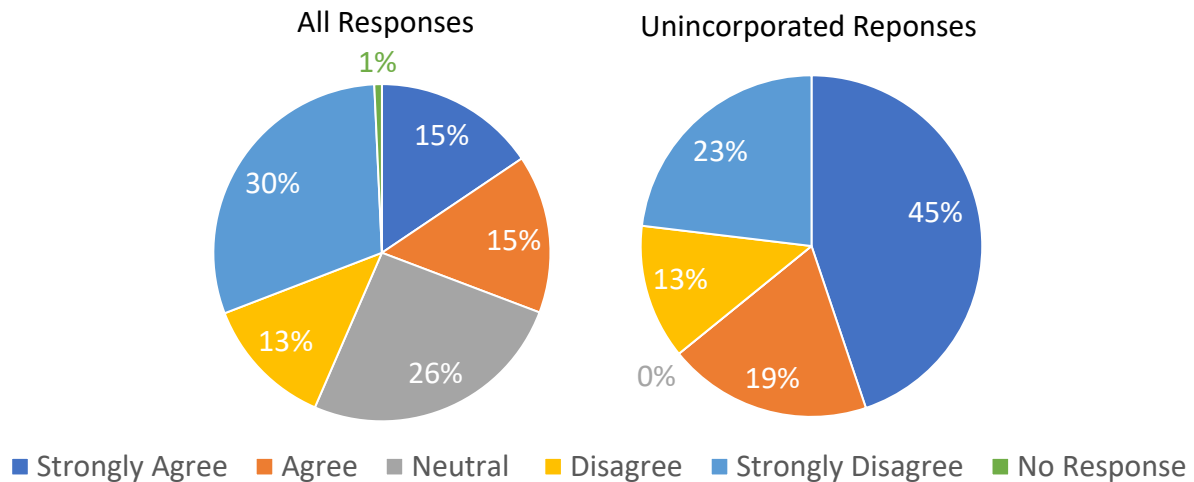
1

**1. There should be a limit on the number of Short Term Rentals allowed in the unincorporated areas of the County.**

	All Responses	Unincorporated Responses
Strongly Agree or Agree	41%	64%
Strongly Disagree or Disagree	45%	36%
Neutral or No Response	14%	0%

2

2. The County should establish different regulations for hosted Short Term Rentals (where the primary occupant stays onsite while the property is rented) and those that operate whole house Short Term Rentals (where no host is on site).



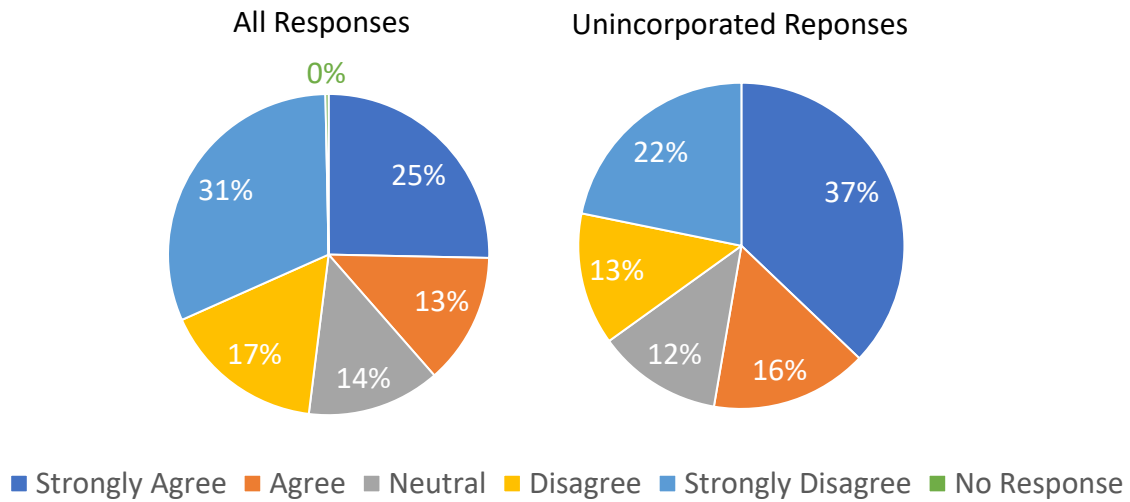
3

**2. The County should establish different regulations for hosted Short Term Rentals (where the primary occupant stays onsite while the property is rented) and those that operate whole house Short Term Rentals (where no host is on site).**

	All Responses	Unincorporated Responses
Strongly Agree or Agree	30%	64%
Strongly Disagree or Disagree	43%	36%
Neutral or No Response	27%	0%

4

### 3. Short Term Rental owners should only be allowed to operate one Short Term Rental.



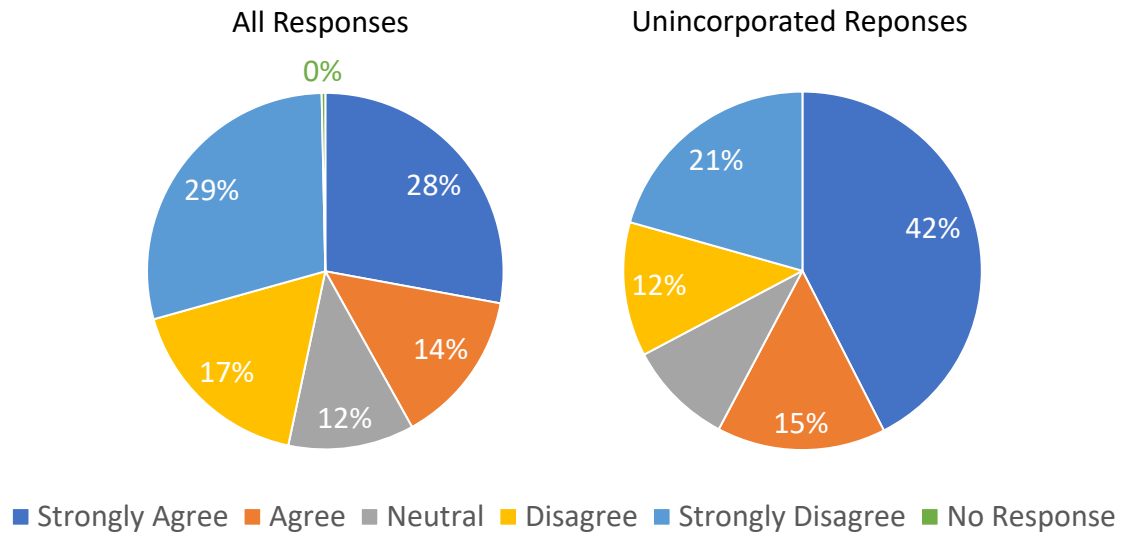
5

### 3. Short Term Rental owners should only be allowed to operate one Short Term Rental.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	38%	53%
Strongly Disagree or Disagree	48%	35%
Neutral or No Response	14%	12%

6

4. There should be a limit on the number of Short Term Rentals by community.



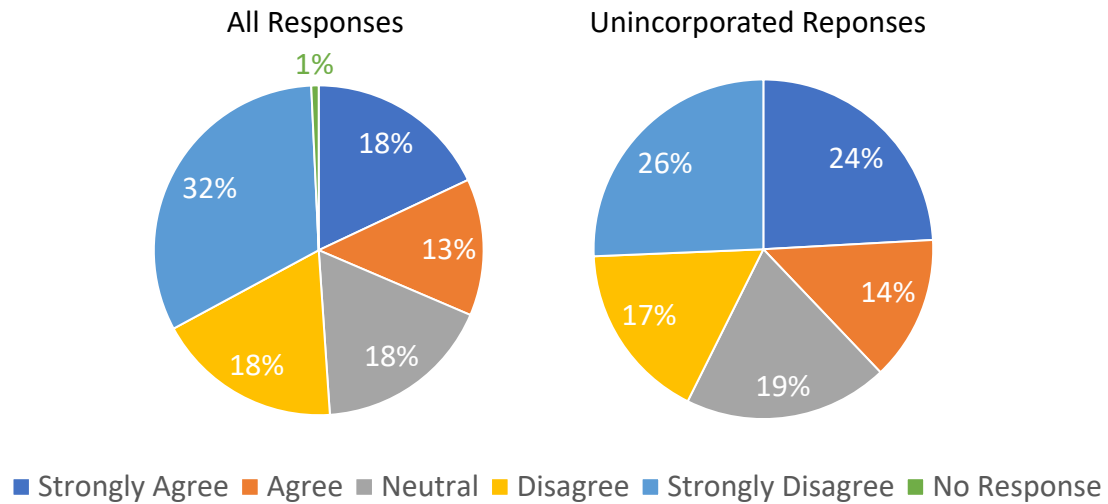
7

4. There should be a limit on the number of Short Term Rentals by community.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	42%	57%
Strongly Disagree or Disagree	46%	33%
Neutral or No Response	12%	10%

8

5. The County should require a local property manager or vacation rental company to manage whole house Short Term Rentals.



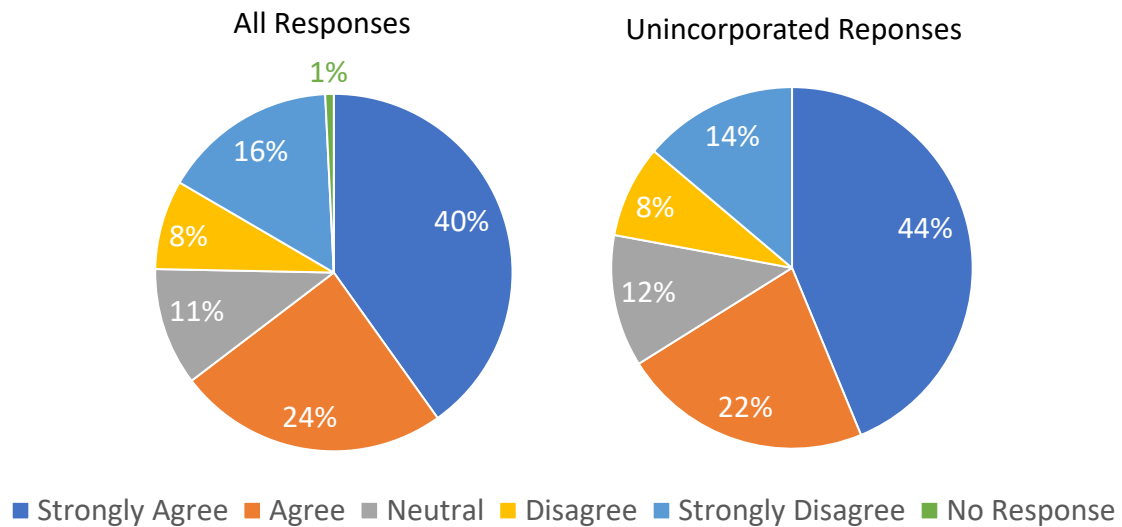
9

5. The County should require a local property manager or vacation rental company to manage whole house Short Term Rentals.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	31%	38%
Strongly Disagree or Disagree	50%	43%
Neutral or No Response	19%	19%

10

6. Short Term Rental owners should have to show that their property meets basic building safety standards.



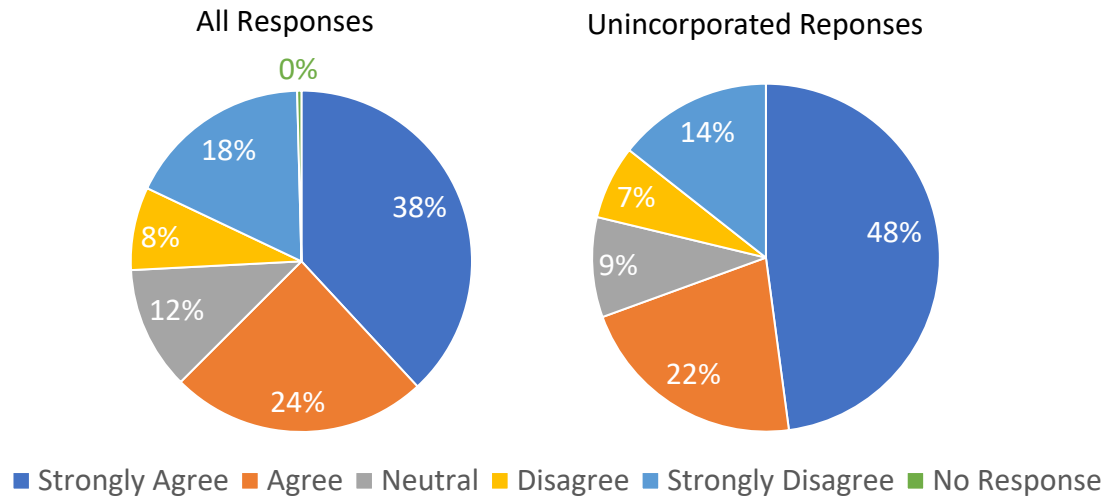
11

6. Short Term Rental owners should have to show that their property meets basic building safety standards.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	64%	66%
Strongly Disagree or Disagree	24%	22%
Neutral or No Response	12%	12%

12

7. Short Term Rental owners should have to show that their property meets basic septic system standards.



13

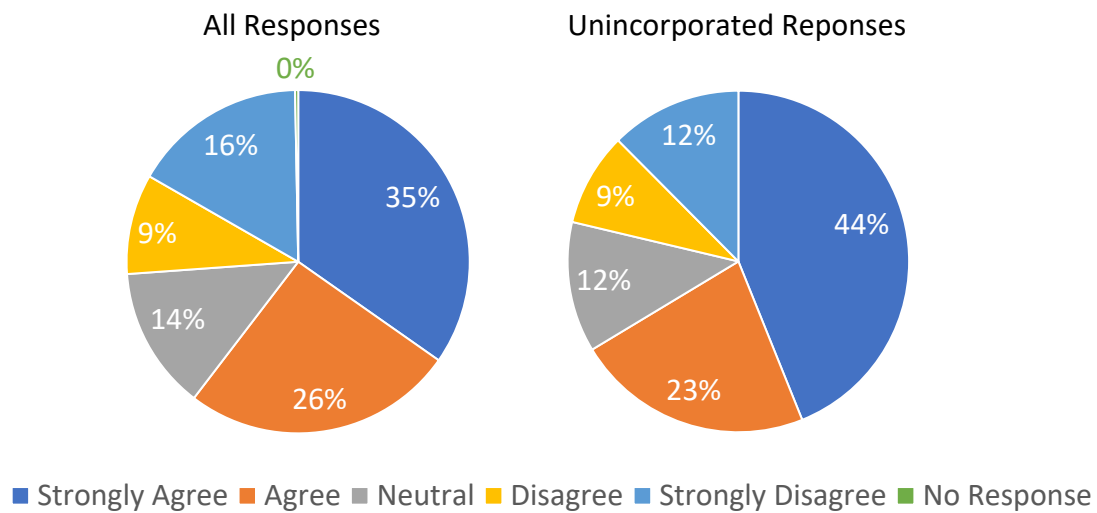
**7. Short Term Rental owners should have to show that their property meets basic septic system standards.**

	All Responses	Unincorporated Responses
Strongly Agree or Agree	62%	70%
Strongly Disagree or Disagree	26%	21%
Neutral or No Response	12%	9%

14



8. Short Term Rental owners should have to show that their property has enough onsite parking.



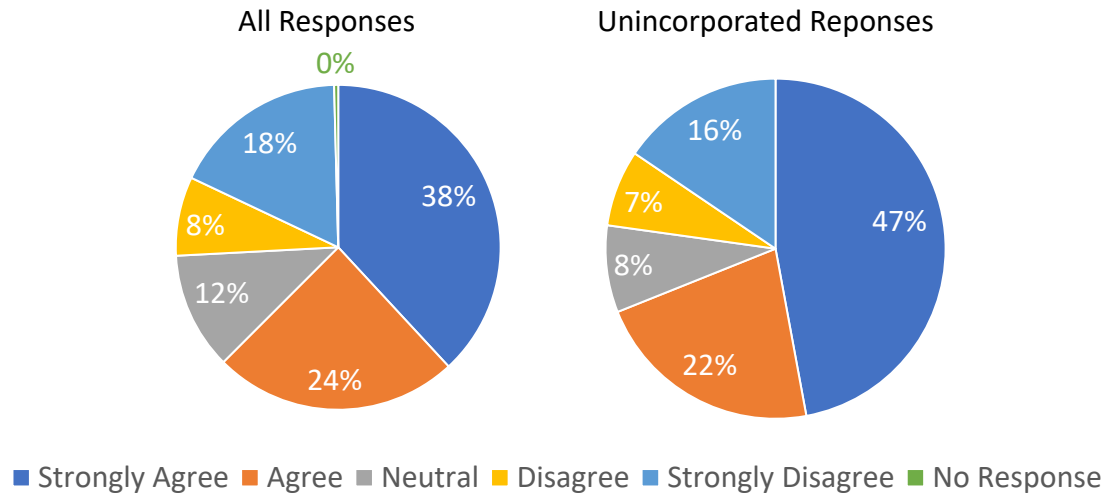
15

8. Short Term Rental owners should have to show that their property has enough onsite parking.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	61%	67%
Strongly Disagree or Disagree	25%	21%
Neutral or No Response	14%	12%

16

9. The County should require Short Term Rental owners to have adequate water supply and water conservation measures in place.



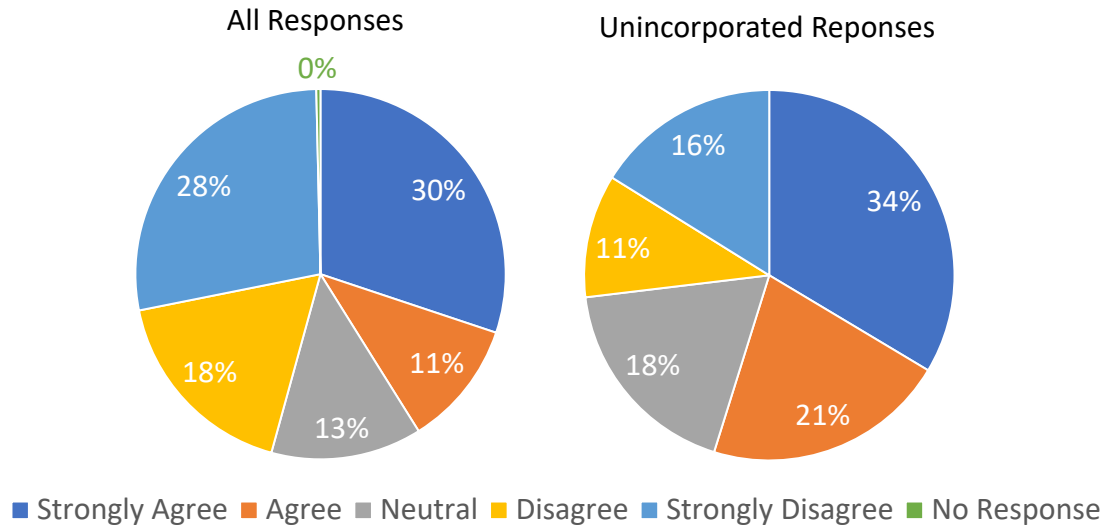
17

**9. The County should require Short Term Rental owners to have adequate water supply and water conservation measures in place.**

	All Responses	Unincorporated Responses
Strongly Agree or Agree	62%	69%
Strongly Disagree or Disagree	26%	23%
Neutral or No Response	12%	8%

18

10. Short Term Rental owners should have to show that their property has enclosed trash storage.



19

10. Short Term Rental owners should have to show that their property has enclosed trash storage.

	All Responses	Unincorporated Responses
Strongly Agree or Agree	41%	55%
Strongly Disagree or Disagree	46%	27%
Neutral or No Response	13%	18%

20

**ORDINANCE NO. 3739**  
**ORDINANCE OF THE MARIN COUNTY BOARD OF SUPERVISORS**  
**AN ORDINANCE ESTABLISHING CERTAIN REQUIREMENTS FOR SHORT TERM**  
**RENTALS BY ADDING CHAPTER 5.41 NOTICE OF SHORT TERM RENTALS TO THE**  
**MARIN COUNTY CODE**

\*\*\*\*\*

**SECTION I: FINDINGS**

1. **WHEREAS**, the Marin County Board of Supervisors finds that the growth of Short Term Rentals may lead to neighborhood conflicts unless appropriate rules are established and understood by property owners, community members, and decision makers.
2. **WHEREAS**, on August 7, 2018, the Marin County Board of Supervisors held a duly noticed public hearing, heard public testimony, and adopted the County's first Short Term Rental Ordinance (Ord. No. 3695) to remain in effect for 24 months, unless extended by the Marin County Board of Supervisors.
3. **WHEREAS**, almost 24 months have passed from the adoption of Ordinance No.3695, and the Ordinance has successfully met many of its original objectives. Refinements are necessary to clarify the process of providing information about a local contact person for each Short Term Rental.
4. **WHEREAS**, on July 14, 2020 the Marin County Board of Supervisors held a duly noticed first reading of this Ordinance, and on July 28, 2020 the Board held a hearing on the merits of this Ordinance.
5. **WHEREAS**, the project is exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15061(b)(3) of the CEQA Guidelines because it would not result in any potential environmental impacts.

**SECTION II: ACTION**

Chapter 5.41 of the Marin County Code is hereby added, as follows:

**5.41 NOTICE OF SHORT TERM RENTALS**

**5.41.010 RESTRICTION**

No Short Term Rental shall take place in unincorporated Marin County except in conformance with the requirements set forth below.

**5.41.020 DEFINITIONS**

- A. The word "Short Term Rental" is defined herein as a rental of residential property for a lease term of 30 days or less.
- B. The term "Local Contact Person" is defined herein as a person who is available to respond to Short Term Rental complaints.

- C. The term "Enforcement Officer" is defined herein as the Community Development Agency Director or his/her designee.
- D. The term "Hearing Officer" is defined herein as the Community Development Agency Director or his/her designee. However, the CDA Director shall not act as both the Enforcement Officer and Hearing Officer or designate any CDA employee as the Hearing Officer if that person was the Enforcement Officer, with respect to that particular violation.

**5.41.030 BUSINESS LICENSE AND TRANSIENT OCCUPANCY TAX**

Owners and Operators of Short Term Rentals shall comply with Chapter 5.54 Business License and comply with Chapter 3.05 uniform Transient Occupancy Tax as administered by the Marin County Department of Finance and Marin County Code.

The name of the Local Contact Person as well as the phone number and email address for the Local Contact Person shall be provided at the time of application for the Transient Occupancy Tax certificate number and when reporting the Transient Occupancy Tax. The Local Contact Person information will be used by the County or its compliance agent and the Local Contact Person's information will be made available to the general public.

**5.41.040 SHORT TERM RENTAL COMPLAINT HOTLINE**

Marin County shall maintain a Short Term Rental complaint hotline. Hotline staff will accept complaints about Short Term Rentals received by calls and emails and notify the Local Contact Person or property owner about the complaints.

**5.41.050 LOCAL CONTACT PERSON RESPONSE**

The Local Contact Person shall respond to any complaint received by either Marin County Short Term Rental Hotline staff and/or County staff regarding the conduct of the Short Term Rental occupants or the condition or operation of the Short Term Rental, and take any necessary remedial action to resolve violations of Marin County Code requirements in a timely manner.

**5.41.060 SIGNAGE**

The public shall be notified that a Short Term Rental is available on a particular property using at least one of the following two methods: (1) Exterior signage, or (2) Delivery of written notice to adjacent properties. The mandatory standards for these methods are set forth below.

**A. Exterior Signage**

- 1) Each Short Term Rental shall be identified with a single exterior sign, issued by the Department of Finance, that includes the name of the Local Contact Person, the phone number and email address for the Local Contact Person, the phone number and the email address of the Marin County Short Term Rental Hotline, and the street address of the Short Term Rental. At the owner's discretion, an alternative design for the sign from that provided by the Department of Finance is allowed provided the size and font of the sign is no smaller than those of the sign provided by the Department of Finance and the sign is made of at least as durable a material. At a minimum, the sign shall be posted while the unit is being used as a Short Term Rental.

- 2) The sign shall be securely placed in the front of the property or unit (where there are multiple units on the property), at a height of three to five feet as measured from the top of the sign to grade, in such a way that it is readily visible to the public.
- B. Written notification shall be provided to all properties within a radius of 300 feet of the property with the Short Term Rental using either door handle hangers or letters.
- 1) The notice, whether a door handle hanger or letter, shall indicate that the subject property will be the location of a Short Term Rental and provide the name of the Local Contact Person, the phone number and email address for the Local Contact Person, the phone number and the email address of the Marin County Short Term Rental Hotline, and the street address of the Short Term Rental.
  - 2) An affidavit from the property owner and a copy of the notice shall be submitted to the Marin County Department of Finance certifying that the notice has been provided in conformance with this chapter at least 10 days prior to the owner applying for a new Transient Occupancy Tax certificate number. A Transient Occupancy Tax certificate number shall not be issued in the absence of such an affidavit.

#### **5.41.070 TENANT NOTIFICATION OF COUNTY RULES**

The owner of the Short Term Rental shall post a copy of the "house rules" inside the unit or provide the tenants with a "good neighbor" brochure at the time of their arrival. The house rules or brochure shall include site specific instructions on how to comply with the following County regulations:

- A. Loud and Unnecessary Noises (Marin County Code 6.70.030)  
Between 11:00pm and 7:00am:
- No operation of any noise generating instrument (e.g. television, radio, loudspeaker, musical instrument) that generates noise audible 50 yards from the building.
  - No yelling, shouting, whistling, or singing on public roads.
- B. Parking (Marin County Code 24.04.340)
- Typically, two off-street parking spaces shall be provided for each residence. However, where on street parking is limited, four off-street parking spaces are required.
- C. Emergency Access (California Fire Code 503.4 referenced)
- Parking shall not obstruct roadways less than 20 feet wide.
- D. Garbage (Marin County Code 7.00.020)
- Garbage placed outside shall be in a suitable covered container.

#### **5.41.080 ADMINISTRATIVE CITATION OF PROPERTY OWNER(S) FOR FAILURE TO COMPLY WITH SHORT TERM RENTAL NOTIFICATION REQUIREMENTS**

- A. Property owner(s) failing to comply with Section 5.41.060 are subject to an administrative citation issued by the Community Development Agency pursuant to the authority granted to the Board of Supervisors by Government Code Section 53069.4, et seq. Violations will be handled in the following manner:
1. The penalties assessed for each violation shall not exceed the following amounts:
    - a) \$100.00 for a first violation;
    - b) \$200.00 for a second violation of this Ordinance within one year;
    - c) \$500.00 for each additional violation of this Ordinance within one year; and
    - d) The fourth and subsequent violation within one year shall constitute a nuisance and be subject to the nuisance abatement procedures in Marin County Code Chapter 1.05, including payment of civil penalties of up to \$2,500 per violation per day and enforcement and other abatement costs incurred by the County.
  2. Payment of the penalty shall not excuse the failure to correct the violation nor shall it bar further enforcement action.
- B. Nonpayment of any assessed violation for longer than one year shall constitute a nuisance and be subject to the nuisance abatement procedures in Marin County Code Chapter 1.05, including payment of civil penalties of up to \$2,500 per violation per day and enforcement and other abatement costs incurred by the County.
- C. The penalties assessed shall be payable to the County of Marin.
- D. Service of Citation
1. If the property owner(s) who has violated the Ordinance is present at the scene of the violation, the Enforcement Officer shall attempt to obtain their signature on the administrative citation and shall deliver a copy of the administrative citation to them.
  2. If the Enforcement Officer is unable to serve the property owner(s) on the premises, the administrative citation may be left with the occupant(s) of the property. If left with the occupant(s) of the property, a copy of the administrative citation shall also be mailed to the property owner(s) by certified mail, return receipt requested.
  3. If no one can be located at the property, then the administrative citation shall be posted in a conspicuous place on or near the property and a copy mailed by certified mail, return receipt requested to the owner(s), occupant(s) or other person who has violated the Ordinance. The citation shall be mailed to the property address and/or the address listed for the owner(s) on the latest County Assessment Roll.
  4. The failure of any interested person to receive the citation shall not affect the validity of the proceedings.
- E. The remedies provided by this chapter are cumulative and are in addition to any other remedies available at law or in equity, including withholding the issuance of any building and construction permit.
- F. Whenever evidence of a violation of this chapter is obtained in any part through the participation of a person under the age of eighteen years old, such a person shall not be

required to appear or give testimony in any civil or administrative process brought to enforce this chapter and the alleged violation shall be adjudicated based upon the sufficiency and persuasiveness of the evidence presented.

**5.41.090 ADMINISTRATIVE REVIEW ON THE IMPOSITION OF ADMINISTRATIVE FINES FOR FAILURE TO COMPLY WITH SHORT TERM RENTAL NOTIFICATION REQUIREMENT; APPEAL**

- A. Any person subject to an administrative fine pursuant to this Chapter shall have the right to request an administrative review within forty-five days of the issuance of a citation for an administrative violation of this ordinance pursuant to the authority granted to the Board of Supervisors by Government Code Section 53069.4, et seq. To request such a review, the person requesting the review shall notify the Enforcement Officer in writing within forty-five days of the issuance of the citation.
- B. The Hearing Officer may conduct a hearing on the matter within ninety days of the request for the hearing unless one of the parties requests a continuance for good cause. The Hearing Officer shall render a decision within thirty days of the conclusion of the hearing, or from the receipt of the review request (if no hearing is held).
- C. The person upon whom an administrative fine is imposed pursuant to this Chapter may appeal the decision of the Hearing Officer to the Superior Court. No appeal to the Superior Court can lie unless the party filing the appeal has first properly requested the administrative review under Subsection 5.41.090(A).
- D. The appeal must be filed within twenty days after service of the final decision issued by the Enforcement Officer pursuant to California Government Code Section 53069.4, subdivision (b). The procedures outlined in Government Code 53069.4 shall apply.

**5.41.100 SEVERABILITY**

The provisions of this chapter are declared to be severable. If any provision, clause, word, sentence, or paragraph of this chapter or the application thereof to any person, establishment, or circumstances shall be held invalid, such invalidity shall not affect the other provisions of this chapter.

**SECTION III: EFFECTIVE DATE AND PUBLICATION**

This Ordinance shall be and is hereby declared to be in full force and effect as of thirty days from and after the date of its passage and shall be published once before the expiration of fifteen days after its passage, with the names of the Supervisors voting for and against the same, in the *Marin Independent Journal*, a newspaper of general circulation published in the County of Marin.



**SECTION IV: VOTE**

**PASSED AND ADOPTED** at a regular meeting of the Board of Supervisors of the County of Marin held on this 28<sup>th</sup> day of July 2020 by the following vote:

AYES: SUPERVISORS Dennis Rodoni, Judy Arnold, Damon Connolly, Kathrin Sears,  
Katie Rice

NOES: NONE

ABSENT: NONE



\_\_\_\_\_  
PRESIDENT, BOARD OF SUPERVISORS

ATTEST:



\_\_\_\_\_  
CLERK

**Evans, Joyce**

---

**From:** Donna Perreault <noreply@formresponse.com>  
**Sent:** Tuesday, November 8, 2022 11:44 AM  
**To:** BOS  
**Subject:** Re: Board of Supervisors Contact Form

Board of Supervisors Contact Form

Your Name: Donna Perreault

Your Email Address: donnaperro@aol.com

Subject: short-term rentals

Select a Routing Method: Address

What City/Town Do You Live In? Mill Valley

Message: Please do NOT eliminate short-term rentals in Stinson beach. It is the only local area to really rent homes at the beach in the summer for those of us that do not or cannot travel further.

## Evans, Joyce

---

**From:** Joseph O. Tobin II <noreply@formresponse.com>  
**Sent:** Tuesday, November 8, 2022 2:09 AM  
**To:** BOS  
**Subject:** Re: Board of Supervisors Contact Form

### Board of Supervisors Contact Form

Your Name: Joseph O. Tobin II  
Your Email Address: jotmhp@gmail.com  
Subject: Short Term Rentals in West Marin  
Select a Routing Method: Address  
What City/Town Do You Live In? Stinson Beach

Message: Short term rentals are so important because that is how most of us got introduced to West Marin. We rented for a weekend or a week. We liked we did for a few years and then we took the plunge and bought something. The B&B scene doesn't really work for families. Very few renters have the time or money for a 31 day rental. It took me 4 years before i rented for a month. The short term rental market is a major source of income for small businesses in West Marin read plumbers carpenters painters house cleaners. All these people depend on the short term rentals. It was bad enough when you started charging us 14% to rent our houses but banning them will further isolate West Marin because do not be fooled into thinking short term rentals will become long term rentals. Either they will sit empty or they will be sold to more wealthy homeowners who can forgo the rental income and the local small businesses will have to drive further to make a living. The unintended consequences are substantial all to satisfy a small group of homeowners. West Marin's tourist business aka short term rentals is perhaps the largest business in West Marin especially in Stinson. Many of tge services in West Marin far exceed what the population of West Marin can sustain without the S-T rentals and Daytrippers. West Marin has been expensive for 40 years because of it's proximity to all the people over the Hill plus its added beauty. You cannot change that you can only exasperate the situation by making it

**Evans, Joyce**

---

**From:** BT Potter <noreply@formresponse.com>  
**Sent:** Tuesday, November 8, 2022 4:32 AM  
**To:** BOS  
**Subject:** Re: Board of Supervisors Contact Form

Board of Supervisors Contact Form

Your Name: BT Potter  
Your Email Address: ThreePotters@icloud.com  
Subject: Short term rental moratorium  
Select a Routing Method: District  
What District Do You Live In? District 3 - Stephanie Moulton-Peters  
Message: A moratorium on VRBO/Airbnb investment properties is key to solving the housing crisis. Please stop protecting the wealthy. VRBO short term rentals have caused a massive housing crisis in cities and towns around the globe. Please do the right thing.

**Evans, Joyce**

---

**From:** Todd Niedermeyer <noreply@formresponse.com>  
**Sent:** Tuesday, November 8, 2022 6:13 AM  
**To:** BOS  
**Subject:** Re: Board of Supervisors Contact Form

Board of Supervisors Contact Form

Your Name: Todd Niedermeyer  
Your Email Address: tmniedermeyer@gmail.com  
Subject: Stinson short term rentals  
Select a Routing Method: District  
What District Do You Live In? District 1 - Damon Connolly  
Message: Leave short term rentals. The beach is not for rich people only. Come on get a clue. There are property rights as well  
  
Keep short term rentals. Access for all

**Evans, Joyce**

---

**From:** Jacqueline Adelman <noreply@formresponse.com>  
**Sent:** Tuesday, November 8, 2022 12:44 PM  
**To:** BOS  
**Subject:** Re: Board of Supervisors Contact Form

Board of Supervisors Contact Form

Your Name: Jacqueline Adelman  
Your Email Address: jadelman123@comcast.net  
Subject: Short term rentals  
Select a Routing Method: Address  
What City/Town Do You Live In? Larkspur  
Message: Please keep short term rentals in place at Stinson.  
We have rented in Stinson for the past 5 years the family thoroughly enjoyed our time here.

**From:** Kimberly Hughes <noreply@formresponse.com>  
**Sent:** Tuesday, November 8, 2022 3:43 PM  
**To:** BOS  
**Subject:** Re: Board of Supervisors Contact Form

**Board of Supervisors Contact Form**

Your Name: Kimberly Hughes  
Your Email Address: kimberlymh@earthlink.net  
Subject: Stinson Beach Short-Term Rentals  
Select a Routing Method: District  
What District Do You Live In? District 1 - Damon Connolly

Message: Dear Damon Connolly,  
As a resident of Marin since 1989, I would like to express interest in continuing to allow short-term (vacation) rentals in areas such as Stinson Beach/ Sea Drift, where families such as ours can spend a holiday week once a year, without owning a home there. Most vacation home owners would never rent to long-term renters because the owners want to spend a few weeks a year there themselves. So, if only long-term rentals are allowed, the houses will sit empty much of the year which won't add to the long-term rental inventory. Please consider allowing these vacation rentals to remain in the short-term rental pool. Many thanks, Kimberly Hughes

**From:** [Mick Malaney](#)  
**To:** [Rodoni, Dennis](#)  
**Cc:** [Barreto, Fernando](#); [Kutter, Rhonda](#); [STR](#)  
**Subject:** Re: STR  
**Date:** Wednesday, November 16, 2022 8:35:50 PM  
**Attachments:** [image001.png](#)

---

Some people who received this message don't often get email from mickmalaney@gmail.com. [Learn why this is important](#)

Dennis,

I know this isn't easy and no matter what decisions are made one side won't won't be happy about it. As an owner of a small tech firm I try to make decisions which upsets everyone. It's easier. For what it's worth, I appreciate you and your fellow public officials. Like you, I too desire to be a good steward of the community so that one day my kids and grandkids can enjoy its beauty too. Ironically, it was my parents renting homes in the Dillon Beach village as well as at Stinson that made me know where I wanted to be growing up. It truly is a dream come true.

Thanks again,

Mick

On Wed, Nov 16, 2022 at 7:29 PM Rodoni, Dennis <[DRodoni@marincounty.org](mailto:DRodoni@marincounty.org)> wrote:

Thanks Mick, I will share your comment with the STR team. Dennis

Dennis Rodoni

Supervisor 4th District

Marin County Board of Supervisors

[3501 Civic Center Drive, Suite 329](#)

[San Rafael CA 94903](#)

415-473-7331



Email Disclaimer: <https://www.marincounty.org/main/disclaimers>

---



**From:** Dennis Rodoni <[djrodoni4@gmail.com](mailto:djrodoni4@gmail.com)>  
**Sent:** Tuesday, November 15, 2022 8:40 PM  
**To:** Rodoni, Dennis <[DRodoni@marincounty.org](mailto:DRodoni@marincounty.org)>  
**Subject:** Fwd: STR

----- Forwarded message -----

**From:** Mick Malaney <[mickmalaney@gmail.com](mailto:mickmalaney@gmail.com)>  
**Date:** Tue, Nov 15, 2022 at 3:18 PM  
**Subject:** STR  
**To:** <[djrodoni4@gmail.com](mailto:djrodoni4@gmail.com)>

Dennis,

I've been asked to email my County Supervisor for District 4 re: STR's. My guess is that it is you.

The first time I walked the neighborhoods at Dillon and Stinson I was surprised by the generational connections. I don't mean "Grandma used to visit, so am I." I mean, "...this home has been in our family forever..." Many of those are STR's or "vacation renters." Many are renting to keep grandma's home in the family.

As you're aware regardless of what shape they're in, these homes are damn expensive to own and maintain. As an owner of two homes at Dillon, we dreamed of family weddings, holidays, etc. with the kids and grandkids. Presently, life has other ideas, and our schedule does not permit us living at or even visiting Dillon on a regular basis.

One thing is for certain, a home at Dillon left alone for a few weeks or even months is an invitation for Ma' Nature to move in. We decided to occupy our homes via vacation renters after a visit from a family of skunks. Trust me, humans walking around is better than not. .

Unless BlackRock is buying up Dillon, nobody I know renting their home is getting rich. Maintenance, utilities, taxes; etc., including, Dillon is arguably the most affordable destination in the area for those who want to spend time with their families gazing at the ocean. On any given weekend, as we walk our dogs on the beach, we run into countless families who have rented a home. Kids and dogs running about, while mom and dad BBQ.

You get the picture.

It's that mental picture that inspired us to buy at Dillon.

We shouldn't discount the financial impact vacation renters have on Dillon's economy. It's not the locals shopping at the Dillon market and enjoying eats at the café. In fact, renters contribute in a major way to the economy of Dillon. By keeping homes occupied, taxes, water, fire, etc., stays at a semi-affordable level that goes away if STR's go away. Somebody has to pay for the rest, and those who rely on STR's to keep grandma's home will stop paying and move away.

Someone else buy it? Maybe. Since the moratorium, real estate has taken a hit at Dillon and that might be a passing thought for those who have no interest in selling their homes, but eventually, they'll sell their homes, or their grandkids. and they too will take a hit. Nobody wins.

Also the building renaissance at Dillon comes to an end. Remodels stop, lots sit and Dillon returns to its sleepy, salt-eaten, rough-hewn hollow that is passed by on-the-way to Bodega or beyond.

Again, for those who vote for-or-against STR's, nobody wins.

Conversely, I read of an option concerning strengthening STR *rules*. Nothing scares away those who are flipping or renting for less ethical reasons than rules.

Where are the rules?

The naïve like myself entrust in neighbors to figure out what rules should be placed on vacation renters: "No Drones?" (How in the hell would I have ever thought of such a thing unless a renter launched a drone and a neighbor intercepted and reported it?)

Recently we removed our homes off of VRBO. Why? We discovered VRBO was in charge of pre-screening vacation rental applicants. Well, we know that's a joke. As a result, our vacation rental management team does a deep-dive on every renter. As a result, we have

declined rentals.

Personally, as someone who desires to spend more time at Dillon, I appreciate tranquility too.

That's my experience.

Good luck,

Mick Malaney

Dillon Beach homeowner

Email Disclaimer: <https://www.marincounty.org/main/disclaimers>

**From:** [Rick Nelson](#)  
**To:** [djrodoni4@gmail.com](mailto:djrodoni4@gmail.com); STR  
**Subject:** Dillon Beach STR  
**Date:** Tuesday, November 15, 2022 9:42:50 PM

---

You don't often get email from [rrnels1@aol.com](mailto:rrnels1@aol.com). [Learn why this is important](#)

Marin County-

Dillon Beach is a wonderful vacation area which I first visited at the age of about 8 in the 1950s. My folks would rent a house on the main street to the beach and we would have a great time clam digging and visiting tide pools during low tides. Lawson's landing was always a place to visit just to see families fishing or casting their crab pots.

As amazing as it seems I got to visit DB 2 or 3 times as my science teacher at East Nicolaus High School (about 20 Miles north of Sacramento) would take a bus full of his students to DB as a get away day to go to the clam islands, tide pools and walk the beach. On the the ride home I got to sit next to a classmate who was very nice. We began dating, married in 1970, and will celebrate 53 years of marriage in January.

We would visit DB a couple of times a year and bring our 2 children to do all the fun things on the beach like build sand castles, visit tide pools, and even go to the clam islands. While visiting DB in 1990 celebrating our 20th anniversary, my better half informed me that she (Laurel) wanted a vacation home at Dillon Beach! We didn't have a lot of money, but I couldn't say no! So we were able purchase a lot on Oceana Drive. My employer assigned me to a project that required me to travel to South Korea every couple of weeks, so while I was traveling she worked with a local agent to build our vacation home! We were only able to do this because we were able to rent it, mostly to friends or relatives several times a year.

There are other memories which I will never forget such as the time we took our aluminum boat across the bay to Tomales Point with my friend and our children. The wind came up as we were hiking the Point and the tide changed. As we got in the boat and started to return to the Landing it was clear we were in trouble. Some how we managed to make it between the islands (it was low tide). It was an unforgettable ride.

We continue use the home personally and as a vacation rental managed by John Arguelles and Linda Martin. It is especially nice when we can visit with our grand children and just enjoy all the experiences Dillon Beach has to offer. Our children have made it clear that the home will stay in the family forever.

With the costs of maintaining the home, (ie. maitenance, property tax, insurance and all the rest) the only way we have been able to do this because we could rent the home as a vacation rental.

Please do not take this wonderful continuing experience away from us and our children and grand children.

Richard and Laurel Nelson

**From:** [Rodoni, Dennis](#)  
**To:** [STR](#)  
**Subject:** FW: Board of Supervisors Contact Form  
**Date:** Tuesday, November 15, 2022 12:06:15 PM  
**Attachments:** [image002.png](#)

---

Dennis Rodoni  
Supervisor 4th District  
Marin County Board of Supervisors  
3501 Civic Center Drive, Suite 329  
San Rafael CA 94903  
415-473-7331



Email Disclaimer: <https://www.marincounty.org/main/disclaimers>

---

**From:** Kutter, Rhonda <RKutter@marincounty.org>  
**Sent:** Tuesday, November 15, 2022 10:10 AM  
**To:** Rodoni, Dennis <DRodoni@marincounty.org>  
**Cc:** Kilgariff, Kathleen <KKilgariff@marincounty.org>; Barreto, Fernando <fbarreto@marincounty.org>  
**Subject:** FW: Board of Supervisors Contact Form

FYI

Rhonda Lynn Kutter  
Aide to Supervisor Dennis Rodoni  
she/her  
Marin County Board of Supervisors  
415-473-3246; [RKutter@MarinCounty.org](mailto:RKutter@MarinCounty.org)

---

**From:** BOS <[BOS@marincounty.org](mailto:BOS@marincounty.org)>  
**Sent:** Monday, November 14, 2022 10:10 AM  
**To:** BOS - Aides <[BOS-AidesNOT@marincounty.org](mailto:BOS-AidesNOT@marincounty.org)>  
**Subject:** FW: Board of Supervisors Contact Form

Aides,

Attached is a letter from Elizabeth Robbins received in the November 13, 2022 BOS mailbox. Please forward as you deem appropriate.

Thank you,



**Joyce Evans**  
DEPUTY CLERK

County of Marin  
Board of Supervisors  
3501 Civic Center Drive, Suite 329  
San Rafael, CA 94903  
415 473 3768 T  
415 473 3645 F  
CRS Dial 711  
[jevans@marincounty.org](mailto:jevans@marincounty.org)

---

**From:** Elizabeth Robbins <[noreply@formresponse.com](mailto:noreply@formresponse.com)>  
**Sent:** Sunday, November 13, 2022 5:49 PM  
**To:** BOS <[BOS@marincounty.org](mailto:BOS@marincounty.org)>  
**Subject:** Re: Board of Supervisors Contact Form

#### Board of Supervisors Contact Form

Your Name:	Elizabeth Robbins
Your Email Address:	<a href="mailto:eliz.robbins@gmail.com">eliz.robbins@gmail.com</a>
Subject:	Keep short-term rentals
Select a Routing Method:	District
What District Do You Live In?	District 2 - Katie Rice
Message:	Limiting short-term rentals in Stinson Beach and Bolinas means that only multi-millionaires with second homes will be able to enjoy a beach vacation; middle class families will no longer be able to rent a house for a week's vacation. Limiting short-term rentals in West Marin will not increase the supply of affordable houses. Please don't limit short-term rentals in Stinson Beach and Bolinas. Thank you.

**From:** [Maureen C](#)  
**To:** [Kilgariff, Kathleen](#); [Jones, Sarah](#)  
**Cc:** [Kutter, Rhonda](#); [Pam Dorr](#); [Rodoni, Dennis](#); [susan scott](#)  
**Subject:** Thank You  
**Date:** Tuesday, November 15, 2022 8:08:15 AM

---

Sarah and Kathleen,

Thank you so much for managing last night's very challenging Zoom conversation on STRs. Grace under pressure can't begin to describe what I witnessed from you both!

There was clearly an organized front from Dillon Beach property owners. But beyond that, it was concerning to hear West Marin characterized as predominantly a 2nd home/vacation area. That's certainly what's it's becoming but that is not our history. I deeply resent the way in which some of the attendees repeatedly tried to wrest control of the discussion and we're downright condescending to you. On that note, in the future I think every attendee should be required to identify themselves when speaking (just as we are required to do at in-person county supervisor meetings) at and list their full names.

It is very hard to witness the erosion of our community as more and more workers who support our community and young families are displaced by the sale of homes that they had occupied as full time residents and renters. We have realtors who actively market homes on the basis of what a prospective buyer could make running an STR. They also advise sellers to evict tenants before placing their home on the market.

The people we heard voicing their opposition to STR regulations last night's want try to separate STRs from the broader housing availability and affordability issues we are facing in West Marin. In fact they are inextricably linked.

Sincere thanks,  
Maureen Cornelia  
Full-time Inverness resident  
CLAM Board member  
415-669-1183

**From:** [Kutter, Rhonda](#)  
**To:** [Kilgariff, Kathleen](#)  
**Subject:** FW: West Marin Short-Term Rental Moratorium - DO NOT EXTEND  
**Date:** Monday, November 14, 2022 4:18:47 PM  
**Attachments:** [image001.png](#)

---

FYI

Rhonda Lynn Kutter  
Aide to Supervisor Dennis Rodoni  
she/her  
Marin County Board of Supervisors  
415-473-3246; [RKutter@MarinCounty.org](mailto:RKutter@MarinCounty.org)

---

**From:** Chenin Kenig <[cheninkenig@gmail.com](mailto:cheninkenig@gmail.com)>  
**Sent:** Monday, November 14, 2022 4:13 PM  
**To:** Rodoni, Dennis <[DRodoni@marincounty.org](mailto:DRodoni@marincounty.org)>  
**Cc:** Barreto, Fernando <[fbarreto@marincounty.org](mailto:fbarreto@marincounty.org)>; Kutter, Rhonda <[RKutter@marincounty.org](mailto:RKutter@marincounty.org)>  
**Subject:** Re: West Marin Short-Term Rental Moratorium - DO NOT EXTEND

Some people who received this message don't often get email from [cheninkenig@gmail.com](mailto:cheninkenig@gmail.com). [Learn why this is important](#)

Thank you very much. I wish I could attend - but am on shift tonight at Marin Health (I am a nurse practitioner in the ED). I do have the schedule of future meetings and plan to participate.

Best,  
Chenin Kenig

On Mon, Nov 14, 2022 at 3:58 PM Rodoni, Dennis <[DRodoni@marincounty.org](mailto:DRodoni@marincounty.org)> wrote:

Chenin, I will respond later, but wanted to alert you to a community meeting for District four about Short Term Rentals tonight at 6pm. You can attend this evening go to Marin county short term rental website or Meeting ID # 86156301063 Password 616504. Regards.

Dennis Rodoni  
Supervisor 4th District  
Marin County Board of Supervisors  
3501 Civic Center Drive, Suite 329  
San Rafael CA 94903  
415-473-7331



Email Disclaimer: <https://www.marincounty.org/main/disclaimers>

---

**From:** [cheninkenig@gmail.com](mailto:cheninkenig@gmail.com) <[cheninkenig@gmail.com](mailto:cheninkenig@gmail.com)>  
**Sent:** Sunday, November 13, 2022 2:57 PM



**To:** Rodoni, Dennis <[DRodoni@marincounty.org](mailto:DRodoni@marincounty.org)>

**Subject:** West Marin Short-Term Rental Moratorium - DO NOT EXTEND

Chenin Kenig would like information about:

Hi Mr. Rodoni,

Thank you for representing our region. I am writing to express my concern regarding the possibility of the Short-term rental moratorium in West Marin becoming permanent. I have spent significant amount of time out in Stinson since I was a child. My family was a partner in a home in Seadrift in the 1980s, which was possible only because it was frequently rented out on short term basis, off-setting expenses. Now, my husband and I own a home in Corte Madera and spend 1-4wks per year out at Stinson, with our own kids in short-term rentals. We love it.

I understand the need for low-income or more reasonable rent options in West Marin. BUT, if homes in Stinson are not able to be rented on short-term basis, people will not get to experience the magic that is staying at the beach.

Additionally I do not see a realistic way that these multi-million dollar homes will be low-income housing. This will further divide the community in Stinson Beach.

Thank you!

Email Disclaimer: <https://www.marincounty.org/main/disclaimers>

## **Response to Comments at 11/14/2022 STR Learning Session**

By Scott M.

### **Complaint: Reduced property value/loss of potential future rental income.**

Real estate investments are not FDIC insured.

In the investment world there are “unrealized gains” (value of unsold shares, which are the same as the estimated value or asking price of an unsold house).

It doesn't count unless you actually sold it

Selling a house for a reduced price after the moratorium took effect is no different from selling stock shares after a decline from peak value.

Along the same lines, “loss” of potential future rental income is a hypothetical loss, not a real loss.

Ironically, Mr. Suehiro's comments were a case study in the very problem facing these communities.

Currently he lives, works, and is raising a child here. His family is part of the community.

He wants to withdraw his child from the local school district and sell his home to a STR operator for an inflated profit (originally priced for 94% profit in 2 years, currently 66% in 2.5 years).

Selling his home as a home rather than a business may cut into his profits, but the community has a chance for a replacement neighbor instead of conversion to yet another STR.

### **Complaint: There wasn't enough outreach before the moratorium.**

Adoption of the Urgency Ordinance occurred at a properly noticed hearing.

The county does an excellent job alerting all members of the public through the subscriber feature available to anyone on the planet with an internet connection. This is well above and beyond what is required by law.

Owners that were paying attention secured their TOT certificates before the deadline even though they were not yet renting.

Community members pay attention to what is going on in their community.

### **Complaint: 84% average occupancy rate is incorrect.**

Perhaps it is.

Airdna says 84%

One management company in Dillon Beach thinks it's lower.

The STR at 19 Cliff st. has a 95-98% occupancy rate.

Managers that dispute the airdna data should provide their own occupancy rate estimates so that we can have more accurate data.

### **Complaint: There are no problems to address in Dillon Beach**

Dillon Beach consists of more than just Oceana Marin.

The Village and Portola Beach neighborhoods do *not* have the luxury of a private security guard, do *not* have an HOA to address STR problems, and are *not* “spread out” like OMA.

They *do*, however, have regular water shortages requiring water to be trucked in on weekends to meet increased demand, small lots with small septic systems, *public* streets with very limited parking, and rely on Marin County (and the CCC) to balance priorities and implement solutions.

Acute recurring water shortages, insufficient septic capacity, and lack of parking are STR-based problems that exist in Dillon Beach.

### **Complaint: STR's provide “millions” in tax revenue to the county.**

This is true.

4% is earmarked for specific uses.

The base 10% is not, and it all goes into the County general fund.

This must be taken into account when considering recovering costs for regulation and enforcement.

The existing STR Ordinance triggered a dramatic increase in registered STR's that resulted in an increase in revenue to the general fund.

The existing STR Ordinance has “Preemptive Cost Recovery” built in. This can be augmented with fees and fines.

**Complaint: These houses will not become workforce housing anyway.**

There are workers living in Dillon Beach currently benefitting from the STR moratorium through the delayed sale and STR-conversion of the house they rent long-term.

Some of these workers are STR cleaners.

This demonstrates the value of limiting STR's. Workers need jobs *and* housing.

Dillon Beach Resort provided housing for management and workers prior to the new owners' conversion to 100% STR's.

Now DBR workers commute and/or live in their vehicles.

**Complaint: What about the 14 tiny homes at Dillon Beach Resort?**

DBR currently operates 12 STR trailers ("tiny homes") and 3 STR cabins. They plan to add 13 more STR trailers in the near future (previously long-term, currently vacant spots).

The existing TOT certificate was issued for the 3 cabins. There were no STR trailer spaces on site at the time the certificate was issued (9/23/2018), only quasi-residential spaces and worker housing.

It is unclear if these additional units are allowed under the moratorium (either the current 12 or the future 13).

The STR count for Dillon Beach should reflect the number of legal units (3 or 15 or 28) and enforcement of the moratorium should apply to *all* STR's in the measure W area (houses and trailers).

DBR *could* convert some of their STR's back to worker housing.

**Scott M's Complaint: Crafting individual regulations for every little pocket in West Marin before the moratorium expires is not realistic.**

There's a lot to figure out and get approved by the Board of Supervisors, *then* it has to go to the CCC.

Then maybe back to the BOS if additional conditions are added by the CCC.

Before any of that, it needs to be decided whether this is going to be done as an LCP Amendment (most common) or a CDP (one approved, one pending, statewide).

Stephanie Rexing isn't going to be able to drop everything and fast-track this just because we're in a rush.

Sure these communities are different and unique, but there are also many problems and solutions that apply throughout the Measure W Area.

We should start with those.

This approach would be line with **C.A.S.E. (Simple)**

Rather than try to cater to the special needs of individuals and each tiny enclave, it would be much more pragmatic to generalize and get *something* approved before the moratorium expires, then submit amendments to fine-tune later.

That's what others have done, starting with Santa Cruz in 2011 (CCC-approved right here in room 330).

Assuming part of the plan is to set a percentage limit to the number of STR's in each community (as *all* other areas have), this would be the most important thing to get done before the moratorium expires.

Something is better than nothing. Perfect is the enemy of good.

## Response to Comments at 11/17/2022 STR Learning Session

By Scott M.

### **Complaint: My STR doesn't cause problems, so there shouldn't be any regulations.**

STR's that have no problems with the neighbors will have no problems with the regulations. This is not a "witch hunt".

Opposition to common sense regulations is a red flag within itself.

### **Complaint: Who is "pushing this agenda"?**

*Residents.*

Hotel operators.

### **Complaint: You aren't providing enough data.**

The STR industry as a whole (airbnb, vrbo, etc.) purposely hides data and is uncooperative with communities and government agencies around the globe.

County Staff has done the best they can mining the very limited data available.

More detailed reporting requirements for STR's would provide the County with better data to work with going forward.

### **Complaint: My STR should be "grandfathered-in" when I sell my house.**

Dillon Beach is currently over 30% STR's, which is more than double the limit set by any city or county in the Coastal Zone.

Allowing TOT registrations to transfer ownership would make it impossible to cull the herd back to a reasonable number.

The only way to get the horse back into the barn is through attrition.

Marin County wisely chose this form of registration for a reason.

If STR owners want transferrable Use Permits for their properties perhaps they could be issued with the standard condition requiring the property remain 100% visitor-serving for the life of the permit, the same as all visitor-serving Use Permits issued in the Coastal Zone.

(i.e. Choose one - is this a residential or visitor-serving use?)

A future owner could pay an in-lieu fee to switch the use permit back to residential, or they could be bought and sold like water meters in Bolinas.

### **Complaint: I couldn't have afforded to buy a second house without making it an STR.**

This is exactly what drives up real estate prices for all prospective buyers.

Realtors market houses based on potential STR income.

Buyers pay more than they can afford in hopes that rental income will make up the difference.

This has pushed the median price out of reach for many people that want to purchase a *home*.

### **Complaint: This is a vacation town. I'm not taking away anyone's home.**

There are a dwindling number of people that *live* in this vacation town.

The number keeps dwindling because STR's keep making it more and more unaffordable.

### **Complaint: My STR provides jobs.**

There are many non-STR houses that provide the same jobs (cleaner, gardener, handyman, etc).

Non-STR houses pay at least as well and allow a more flexible schedule (I've worked for both).

### **Scott M's Complaint: We keep running out of water and STR's are loud.**

See following pages.

# Half of Dillon Beach is served by the Coast Springs District of CalWater.

CalWater has started asking customers to reduce water use *due to the increased number of visitors*, especially Thursdays through Sundays. Water is trucked in to meet the increased weekend demand.

 no-reply@calwater.com  
Water conservation request  
To: [REDACTED]

July 16, 2020 at 10:35 AM




Quality. Service. Value.®

Dear Dillon Beach customers:

Due to the increased number of visitors to Dillon Beach during the summer and subsequent demand on the water system, we are asking that you please reduce your water use as much as possible and turn off irrigation systems Thursdays through Sundays, to help prevent any interruptions in water service.

The water system will need to restore supply as it is being used in order to ensure all customers in the area continue to have water when they need it.

Thank you very much for your cooperation.  
- California Water Service

 no-reply@calwater.com  
Conservation request  
To: [REDACTED]

June 24, 2021 at 1:56 PM




Quality. Service. Value.®

Dear Cal Water customer:

Due to the drought declaration and increased number of visitors to Dillon Beach during the summer and subsequent demand on the water system, we are asking that you please reduce your water use as much as possible and turn off irrigation systems Thursdays through Sundays, to help prevent any interruptions in water service.

The water system will need to restore supply as it is being used in order to ensure all customers in the area continue to have water when they need it.

Thank you very much for your cooperation.

 no-reply@calwater.com  
Emergency conservation request  
To: [REDACTED]

June 28, 2022 at 11:19 AM



Quality. Service. Value.®

Dear Cal Water customer:

Due to the worsening drought, increased number of visitors to Dillon Beach during the summer, and subsequent demand on the water system, we are asking our Cal Water customers to please reduce your water use as much as possible. Additionally, please turn off irrigation systems Thursdays through Sundays to help prevent any interruptions in water service. We suggest customers handwater on their designated weekend day if needed (Saturdays for addresses ending in odd numbers and Sundays for addresses ending in even or no number).

The water system will need to restore supply as it is being used, in order to ensure all customers in the area continue to have water when you need it. Thank you for your patience and cooperation during this time.

Sincerely,  
Tavis Beynon  
Interim Manager

If you wish to unsubscribe from email notifications [Unsubscribe here](#)

Sometimes, when my wife and I are cleaning a Short Term Rental, we see the truck delivering water for the weekend visitors.





# Too Much Noise

The existing STR Ordinance allows for excessive noise to permeate adjacent residences 24 hours a day. Home Occupations are not allowed to generate any noise audible beyond the property line. STR's should be the same.

11:00 pm is awfully late for residential households that have work or school the next day, are elderly, or a combination. The following edit would make STR's more compatible with the neighborhood:

Between ~~11~~8:00 pm and ~~7~~8:00 am:

- No operation of any noise generating instrument (e.g. television, radio, loudspeaker, musical instrument) that generates noise audible ~~50 yards from the building~~ beyond the property line.

**Under the existing STR Ordinance, noise is allowed 24 hours a day within the red circles**



**House in blue rectangle is a registered STR**

**Red circle is the noise boundary for STR's under existing ordinance (50 yards from building)**

**Blue rectangle is the noise boundary for Home Occupations (property line)**



**From:** [Rodoni, Dennis](#)  
**To:** [STR](#)  
**Cc:** [Kutter, Rhonda](#)  
**Subject:** FW: long term rentals west marin  
**Date:** Monday, November 21, 2022 3:04:07 PM  
**Attachments:** [image001.png](#)

---

Dennis Rodoni  
Supervisor 4th District  
Marin County Board of Supervisors  
3501 Civic Center Drive, Suite 329  
San Rafael CA 94903  
415-473-7331



Email Disclaimer: <https://www.marincounty.org/main/disclaimers>

---

**From:** marianbshopping@gmail.com <marianbshopping@gmail.com>  
**Sent:** Sunday, November 20, 2022 11:09 AM  
**To:** Rodoni, Dennis <DRodoni@marincounty.org>  
**Subject:** long term rentals west marin

marian zischke baldauf would like information about:

We own a home in Stinson Beach, and have always rented the house to offset the costs of ownership. Short-term rental market is a major source of income for small businesses in West Marin; Grocery stores, restaurants, our local activity rentals (let alone housecleaners, carpet cleaners, window washers and more. All these people depend on short-term rentals. Should short-term rentals become banned, we would sell our home as we depend on the rental income. The reality is many of homes like ours will sit empty or they will be sold to more wealthy homeowners who can afford the rental income and the local small businesses will suffer. Millions of dollars are collected in tax from short-term rentals. West Marin has historically been more expensive due to it's proximity to San Francisco and its added beauty. You cannot change that, you can only exacerbate the situation by making it more exclusive for only those that can afford the month long rentals or more.

Marian Baldauf

## Evans, Joyce

---

**From:** Denise Filakosky <noreply@formresponse.com>  
**Sent:** Thursday, November 17, 2022 1:29 PM  
**To:** BOS  
**Subject:** Re: Board of Supervisors Contact Form

### Board of Supervisors Contact Form

Your Name: Denise Filakosky  
Your Email Address: filaberg@comcast.net  
Subject: West Marin short-term rentals  
Select a Routing Method: District  
What District Do You Live In? District 4 - Dennis Rodoni  
Message: My home address is in Mill Valley, but my family owns (since 1993) a cottage at Stinson Beach. Please MAINTAIN the West Marin Short Term Rental restriction. It is incorrect to let Stinson, and much of West Marin, to be overrun with renters who have no stake in the game. They trash our towns and keep residents from belonging to a community.  
Thank you for attending to our community.



**From:** Thomas Paine <noreply@formresponse.com>  
**Sent:** Friday, November 18, 2022 10:35 AM  
**To:** BOS  
**Subject:** Re: Board of Supervisors Contact Form

**Board of Supervisors Contact Form**

Your Name: Thomas Paine

Your Email Address: tpaine77@icloud.com

Subject: Short term rentals

Select a Routing Method: Address

What City/Town Do You Live In? Stinson Beach

Message: Please please please do not stop short term rentals in Stinson Beach. For decades, families have traveled to spend family time at the beach and changing to a minimum 31+ day rental will exclude everyone except the ultra rich. Please support the local economy and support families who have traditions at Stinson Beach. Thank you so much. Thomas Paine

**From:** [Kutter, Rhonda](#)  
**To:** [STR](#)  
**Subject:** FW: Dillon Beach and Short Term Rental moratorium  
**Date:** Wednesday, November 23, 2022 9:13:01 AM

---

In case Dennis didn't send this to you!

R.

Begin forwarded message:

**From:** cynthia elliott <[cynthiacooks@msn.com](mailto:cynthiacooks@msn.com)>  
**Date:** November 23, 2022 at 6:22:16 AM PST  
**To:** [djrodoni4@gmail.com](mailto:djrodoni4@gmail.com)  
**Subject: Dillon Beach and Short Term Rental moratorium**

November 23, 2022

Dear Supervisor Rodoni,

I am writing because I was not able to attend the STR meeting held online for your district which includes Dillon Beach. Please consider our requests.

Please exclude Dillon Beach from the moratorium or final ordinance. Consider our history and usage when understanding the issues and solutions.

Please do not eliminate the ability to transfer rental rights to the next homeowner. This will impact our community greatly as it is and will slowly eliminate all rentals.

Cynthia and Granger Elliott  
100 Cypress Ave.  
Dillon Beach, CA. 94929

**From:** [John Palmer](#)  
**To:** [STR](#)  
**Cc:** [Rodoni, Dennis](#)  
**Subject:** Short term rentals  
**Date:** Thursday, November 24, 2022 12:59:23 AM

---

To Whom It May Concern

As a long-time housing provider, and owner of a property management firm, I decided that my management company and I would never convert our units into short-term rentals (STRs) despite the economic incentives to do so. Removing units from the market reduces supply, and it is almost impossible for developers and builders to deliver enough supply to meet the demand, so any reduction in supply exacerbates the imbalances that are driving up costs.

I appeared before the Marin Board of Supervisors, Mill Valley City Council, and the San Francisco Board of Supervisors and told each body the same thing – the first step you should take to increase the supply of housing in your sphere of influence is to ban STRs of less than 30 days with two exceptions: renting a room in the house the owner actually lives in, and on a short term basis when the homeowner is away for a limited period of time. I don't consider a governing body serious about affordable housing until they take those steps, or at the very least severely restrict such rentals, as San Francisco did, after which the number of STR listings dropped by 80%.

As an owner of rental property, I have acted against my own self-interest, proverbially putting my money where my mouth is, because I believe that permitting STRs is bad public policy, and because well-meaning but economically naïve governing bodies often turn to rent control to solve affordability issues, invariably exacerbating the problem, when they have tools at their disposal that could drive STR units back into the market, and thus increase supply quickly.

You can't legislate away the law of supply and demand, as rent control tries to do, but you can increase supply by prohibiting owners from turning their homes and apartments into hotels.

**John Palmer**  
Montgomery Capital Management  
1040 Redwood Highway Frontage Road  
Mill Valley, CA 94941  
(415) 332 4440 (office)  
(415) 272 1728 (cell)

**From:** [Rodoni, Dennis](#)  
**To:** [Dave Oxford](#); [STR](#)  
**Cc:** [Fernanda Aguiar](#); [Barreto, Fernando](#); [Kutter, Rhonda](#)  
**Subject:** RE: Dillon Beach short-term rentals  
**Date:** Tuesday, November 29, 2022 4:28:37 PM  
**Attachments:** [image001.png](#)

---

Dave , thanks for your email and comments . I will include this in the public comments on this issue.  
Regards, Dennis

Dennis Rodoni  
Supervisor 4th District  
Marin County Board of Supervisors  
3501 Civic Center Drive, Suite 329  
San Rafael CA 94903  
415-473-7331



Email Disclaimer: <https://www.marincounty.org/main/disclaimers>

---

**From:** Dave Oxford <dave.oxford@outlook.com>  
**Sent:** Tuesday, November 29, 2022 2:58 PM  
**To:** Rodoni, Dennis <DRodoni@marincounty.org>  
**Cc:** Fernanda Aguiar <f.aguiar@smallbizpros.com>  
**Subject:** Dillon Beach short-term rentals

You don't often get email from [dave.oxford@outlook.com](mailto:dave.oxford@outlook.com). [Learn why this is important](#)

Dear Mr. Rodini,

I recently heard that Marin county is considering applying some severe restrictions on short-term rentals. As an owner of an STR in Dillon Beach, this obviously concerns me. I don't know what real or imagined concerns these restrictions would be attempting to "solve", but in Dillon Beach the negative impacts to the community would be painful for all.

Short-term rentals are the life-blood of Dillon Beach and the Oceana Marin Association, and have been for decades, even before VRBO, Home-Away, and AirBNB arrived in the market. These vacation rentals bring in cash that local businesses depend upon to survive, and bring in a meaningful stream of revenue to Marin County's coffers. Any measures to kill or clamp down on this industry will pointlessly punish Marin County homeowners, do significant damage to the local economy here, and will just push that money into nearby Bodega Bay in Sonoma County.

Dillon Beach is so remotely separated from the rest of the county that it doesn't make sense to lump it into a one-size-fits-all plan that really *doesn't* fit all.

We bought our house at Dillon Beach in 2005, and spent years of personal labor and a painful amount of money to upgrade and expand the house to become a sought-after destination home for multi-generational families to gather and enjoy the local area. This is a significant part of our retirement plan.

Since finally putting it on the rental market in 2010, we have had many families come stay for a weekend or a week over 12 years. In all that time, we have only had a couple of incidents of tenants misbehaving, and they were handled expediently with assistance from the local OMA safety officer.

In regards to water use, (which is one rumor I heard), even in our busiest years, the occupancy has only been equivalent to 4 months, (120 days). We are mostly rented on weekends, and the house sits empty the rest of the week. In the off season, there are months when the house is only used maybe 4 days of the entire month. The rest of the year there is zero water use at our house. A full-time tenant would use water 365 days a year. If water conservation is the objective, this move would be counterproductive to that goal.

Please consider these things, and ensure that there are exceptions to the general level of restrictions for Dillon Beach.

Dave Oxford  
209-605-7582

**From:** [J Nicholas Gross](#)  
**To:** [STR](#)  
**Subject:** comments about STR rentals  
**Date:** Thursday, December 1, 2022 6:45:03 PM

---

You don't often get email from jngross@pacbell.net. [Learn why this is important](#)

## Greetings

First, I don't have a problem with regulations of some sort - but if it happens, it should be in the form of a cap that affects *all* housing stock (i.e., some number of nights) rather than some limited number of lucky early owners who happen to have a license. Otherwise you end up with a distorted market for homes that are fortunate enough to have an STR license.

I question whether some places, that are clearly vacation "destination" sources mostly, like Dillon Beach - there is no industry there, or fire, police, school, etc. should fall within these rules.

Lastly, in terms of scope, I don't think it should apply to *new* construction, because housing is very expensive to build and adding restrictions on their use is onerous and will also curtail investment in new construction. This is typical for regulations on rental control for example.

thanks for your time

Nick Gross

**From:** [MARK DARLEY](#)  
**To:** [STR](#)  
**Subject:** Re: Owner occupancy of STRs  
**Date:** Thursday, December 1, 2022 6:42:18 PM

---

[You don't often get email from markdarley@mac.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

I also approve of the Novato regulation that requires that the owner of an STR be an individual as one more step to limit corporate investment in properties purely as STRs. (unofficial hotels).

Mark Darley,  
Inverness, CA  
+1 415 310 5252

> On Dec 1, 2022, at 6:32 PM, MARK DARLEY <markdarley@mac.com> wrote:

>

> Is there data on the effectiveness of Novato's requirement that the property is occupied by the owner for a minimum of 2 months a year? How is it policed?

>

> I occupy my West Marin home for 6 months of the year and STR it for the remaining 6 months using a local manager. This was not a source of income I anticipated but I am glad to have it now that I return to the UK for part of the year in my retirement.

>

> When I hear of properties that are being built or bought purely to produce full time STR income for a non resident speculating owner, it strikes me that they are effectively hotels within our residential neighborhoods and that they should be regulated accordingly.

>

> In short, I would like to see a requirement for owners to occupy their properties for a significant part of the year so that communities are not destroyed by these transient unregulated "hotels".

>

> Mark Darley,  
> Inverness, CA  
> +1 415 310 5252

>

**From:** [Kutter, Rhonda](#)  
**To:** [STR](#)  
**Cc:** [Jones, Sarah](#)  
**Subject:** FW: Dillon Beach STR Policies  
**Date:** Thursday, December 1, 2022 5:59:48 PM

---

FYI

It might be a good idea about the use of a Flume device (I have one and find it useful!).

R.

---

**From:** patrick goddi <patrick.goddi@gmail.com>  
**Sent:** Thursday, December 1, 2022 5:04 PM  
**To:** Rodoni, Dennis <DRodoni@marincounty.org>  
**Cc:** Jones, Sarah <sbjones@marincounty.org>; Barreto, Fernando <fbarreto@marincounty.org>; Kutter, Rhonda <RKutter@marincounty.org>  
**Subject:** Dillon Beach STR Policies

Some people who received this message don't often get email from [patrick.goddi@gmail.com](mailto:patrick.goddi@gmail.com). [Learn why this is important](#)

Dear Supervisor Rodoni,

I am writing because I just learned of the recent STR meetings regarding your district. I have been a vacation home owner in Dillon Beach for 13+ years. Our home is in the Dillon Beach village and has been a vacation home and short-term vacation rental for many decades before we bought it. As I understand it, most homes in the village were built as summer vacation homes over the past century and not as full-time homes. The prior owners used the old Dillon Beach Rentals company that predated VRBO and Airbnb. We purchased the house for our use but, after several years, decided to hire a local short-term rental company to manage it.

Why did we start renting it? Initially, we would let friends stay on occasion for their birthdays, anniversaries, etc. We just asked them to tidy up. But then friends started asking us to donate stays to various charities they supported. We had done this a few times with charities we helped, but it wasn't easy because we didn't have the management to make this happen. Ultimately, we decided to hire a rental management company based in Dillon Beach to ensure someone was close by to support guests. We got a business license, and the agency handled the booking, hiring a cleaning company, hiring local maintenance workers, etc. We have been renting the house and donating to charity auctions ever since. Our guests have been so happy staying at Dillon Beach for the same reason we fell in love with the area. We enjoy sharing the home with others, and many of our guests have become regulars. It would be a shame to lose the opportunity to share the house.

We have tried to be good stewards in our use of the property. We removed the wood-burning stove because we felt electric heat was cleaner for the environment. We do not have propane service either; the home is 100% electric. We do not have any outdoor irrigation and rely on native plants. We do not have a tub, jacuzzi, or water-wasting infrastructure. Over the last six months, including the heavily booked summer and fall months, we have averaged 2 CCFs of water usage per month, which is considered low. I recently purchased a Flume water monitor



device through the California Water Company (our water provider) that allows remote water monitoring to catch any leaks or overuse of water by guests.

Our rental manager lives in Dillon Beach and knows many neighbors around our house. His phone number is on a sign on the side of the house, making it easy for anyone to contact him with issues or questions. As stated above, I got a business license, all guests pay taxes on their stay, and we employ people for regular cleaning and maintenance.

I understand the past two years have seen an uptick in short-term rental days, which has concerned some. Still, with the coming recession and the crackdown on remote work in Silicon Valley, we are already returning to the norm we saw before the pandemic. Our November 2022 rentals were down 75% versus November 2021. Because of the return to the office policies, renting a home and working from the beach are viable for far fewer people.

There are likely issues I may not be aware of. Please share with me the primary problems and outcomes desired by these policy changes, as I hope to understand them better. I believe it is possible for families to still have their Dillon Beach rental vacations in the historic Dillon Beach village while also making sure we are all excellent stewards of West Marin.

Regards,  
Patrick Goddi

**From:** [Sandy Barger](#)  
**To:** [djrodoni4@gmail.com](mailto:djrodoni4@gmail.com); [STR](#); [sjones@marincounty.org](mailto:sjones@marincounty.org); [Kilgariff, Kathleen](#)  
**Cc:** [Kris Lemon Pickel](#); [Cathy Pickel-Hicks](#); [Rosemary Pickel](#)  
**Subject:** Dillion Beach - Against Short Term Rental Moratorium  
**Date:** Thursday, November 17, 2022 10:22:22 PM

---

Some people who received this message don't often get email from [sandy.barger4@gmail.com](mailto:sandy.barger4@gmail.com). [Learn why this is important](#)

Dear Supervisor Rodoni.

We are writing because we were not able to attend the STR meeting held online for your District, which includes Dillon Beach.

Please exclude Dillon Beach from the moratorium and or final ordinance in total. This is fair and reasonable.

If this is not politically possible, then please do not eliminate the ability to transfer rental rights to the next homeowner or transfer them to a different homeowner. The starting number of allowed rentals should be no less than it is today.

Thank you.

Rosemary Pickel, Sandy Pickel Barger, Kris Pickel, Cathy Pickel-Hicks

--

Sandy Barger  
818-331-0258

**From:** [REDACTED]  
**To:** [Supervisor Stephanie Moulton-Peters; STR](#)  
**Subject:** Short Term Rental Commentary-District 3  
**Date:** Friday, December 2, 2022 3:43:01 PM  
**Attachments:** [Vacasa Reviews.png](#)

---

[REDACTED]

Hello Stephanie Kathleen,

Thank you for organizing the community gathering last night. I want to give you my perspective on Short Term Rentals in Eastern Marin, specifically in unincorporated Mill Valley (District 3) as I own a home here and am currently operating a registered Short Term Rental. I'll leave Western Marin to those who own and live there and know that area best.

**Here's the profile of one short term rental operator, me.**

Please do not share my name publicly attached to this letter. Redact my name and email if it is to be shared.

I am divorced, single mother with two kids in college. I was fortunate enough to have been able to buy my ex husband out of my Tam Valley home of 24 years in the divorce. My ex husband lost his job almost a year ago and is still unemployed which is severely impacting my spousal support and ability to keep two kids in school. After 16 years as a stay at home mom, I started a new career at age 50. I am self-employed. I depend heavily on the income of my home to keep my kids in college and support myself. I am lucky enough to be currently living with my boyfriend in San Rafael which allows me to rent my Tam Valley home short term.

**Why I choose to rent short term**

Based on my 30% occupancy rate, I calculate that I would receive about the same income if I rented my home short term vs long term. Perhaps slightly higher long term which contradicts your data. Even so, I choose to rent my home short term as it is fully furnished and outfitted from my living there. The thought of moving out all of my furniture and decor is anxiety provoking, and difficult to undo if I should choose to move back if my current situation proves to be temporary. Furthermore short term rental allows me flexibility to stay at my home if I choose at any time like when my kids are home from college.

Also, the current rental market is actually quite slow in unincorporated Mill Valley and many long term rental homes are remaining unrented for months.

**A solution to the lack of affordable housing?**

If the “problem” that you are trying to solve for is the lack of affordable housing in Marin, I would urge for you to take a much closer look at the impact of short term rentals area by area, and not unnecessarily burden homeowners with broad-brush statistics and incorrect assumptions. The statistics presented were very much on the surface, and are misleading.

I’m having a hard time believing that 143 of 5,599 units in unincorporated Marin are having a significant impact on our limited supply of low income housing.

Here’s my logic. A small percent of the 143 Mill Valley STR rentals are full time (the portion that theoretically could be converted to long term rentals). And of that subset that are full time STRs, I imagine that most are homes are valued at well over \$1.5M (in my instance closer to \$3M). Not exactly the end of the rental market that is causing the most concern. The statistics ignore this subtlety.

If the STR is being good neighbor, I fail to see why it should be disallowed. Families come to stay at my home. These people are supporting our communities and paying me, the county and local businesses for the privilege. I have hosted at least two multigenerational families of wedding parties in the last quarter. We all know how much money these bring to the community. People are staying in my home to bring families together to enjoy our community. My home has not deteriorated our neighborhood in any way. My neighbor was telling me today that it was fun watching a bride and groom taking photos on my front lawn and that things were going smoothly as far as he was concerned.

I urge you not to over react under the intense pressure that you are experiencing from the states housing mandate. We are a very desirable community close to a booming city with very little undeveloped land. The state mandates seem unrealistic to me. But unrealistic or not, taking away our ability to rent our homes short term does not seem to be a solution to the affordable housing problem.

If there a few bad apples, give them an opportunity to improve, or do not renew their licenses. If there is a party house, then do what our transit tax is paying you to do. Address it. One person on our call even blamed their inability to find workers on STRs. The entire country is having this same problem!

Please support us as local homeowners adding to the diversity of the housing mix here. We are members of this community. I implore you to maintain some balance and do not make rash ill-informed decisions that can harm real current residents trying to stay in our community. It seems to me that the current program is working well in Tam Valley.

Below, I have included my rental reviews which I am quite proud of. I have an excellent relationship with my neighbors who support me. I manage the property meticulously. My home is the only one in the neighborhood that is used for STR. In my opinion the program here in this area is working, and is in balance.

Thank you for your consideration.



Tam Valley homeowner

## 7 reviews

---

 **Michael B.** | Nov 2022

The Home was beautiful, well appointed, extremely clean, well furnished, with beautiful indoor and outdoor spaces. We had a mini family reunion and Thanksgiving dinner together, and the home was perfect. I have stayed in numerous rental homes, and this was the best! Unequivocal praise!

 **Sean C.** | Nov 2022

Thank you for having us. Nest Marin was perfect for our family. We would absolutely stay again.

 **Evelyn Z.** | Nov 2022


This home was perfect for my friend's group of 8 people total. So spacious and very clean. Bedrooms and bathrooms were spacious with the living areas and kitchen nook a perfect area to group together. Each room was decorated so nicely and we all enjoyed our stay so much! It's great because it's close enough to explore Muir Woods/Muir beach and also close enough to grab anything from the stores in Mill Valley. We all came from out of state and really enjoyed this stunning home and outside area! Highly recommend if you're in the area.

 **URIEL M.** | Aug 2022

It was very beautiful home loved the scenery we enjoyed our family loved staying here

 **David F.** | Aug 2022

We had a lovely stay at Nest Marin and were able to gather there comfortably with both of our children, their spouses and our grandson.

 **Ishan A.** | Jun 2022

The home was tidy, well-provisioned, and had clear guest instructions. Take the winding roads on the way there slowly or you may miss a turn! Only thing that would have been nice is a checkout time later than 10am; the app said I would be "able to purchase if it became available," but it never was made available, and truthfully I'm not sure how much more I would've shelled out for another hour to get breakfast cleaned up and our cars packed anyways. Aside from that I'd definitely recommend and stay again if the opportunity arises.

From: [MARK DARLEY](#)  
To: [SJB](#)  
Subject: Re: STR zoom  
Date: Monday, December 5, 2022 4:14:14 PM

You don't often get email from [markdarley@mac.com](#). [Learn why this is important](#)

One thing that became clear to me on the zoom meeting on Dec 1st is that a "one size fits all" regulatory approach to STRs is inappropriate.

STRs seem to fall into a few categories:

1. Houses that are available all the time with no owner occupancy, aka "hotels", and sometimes owned by companies rather than individuals.
2. Houses available most of the year with perhaps 2 months owner occupancy.
3. Houses available seasonally and occupied by the owner most of the year.
4. Houses where the owner lives on site and rents part of the property for income.

Whether any or some of these might become full time affordable housing is an unanswered question, but certainly those that are not occupied by owners at all, appear to take away from full time community housing, and are effectively "hotels" in residential neighborhoods which is undesirable.

If the County is concerned about disturbances in residential neighborhoods, parties are certainly more likely to occur in properties with more bedrooms. Perhaps those need stricter regulation?

Some takeaway thoughts....

Regards  
Mark

Mark Darley  
Inverness  
CA  
415 310 5252

On Dec 2, 2022, at 8:39 AM, J. S. <[jeaniceskvaril@gmail.com](mailto:jeaniceskvaril@gmail.com)> wrote:

Thank so much for the summary, Scott! I felt last night's meeting went well for our cause (approx 55 persons at highest point) with a lot of thoughtful input that is now recorded with the County. We do, however, need to stay active.

Everyone-

1. Please provide input to Rachel on her talking points
2. Provide Michael feedback on his website
3. You mentioned two email threads. I started a new email when I sent out information on last night's meeting. I think we need to start a whole new email with new subjects clearly stated in subject: "Summary of 12/1 Supervisor Zoom Call". Keeping all info to just one thread feels clunky and I'm finding it hard to go back and find information. Just my 2 cents :)

Jeanice

On Fri, Dec 2, 2022 at 8:11 AM scott grooms <[scottgrooms@gmail.com](mailto:scottgrooms@gmail.com)> wrote:  
Possible duplicate as it appears we have 2 email threads working.

If you were on last night's zoom & heard Supervisor Moulton-Peters (sp?) publicly shut down one of our fellow pro-STR homeowners who was respectfully expressing his opinion (as solicited by Sarah & Kathleen at the start), you'll agree that this matter under foot is very urgent! We all need to pull together to get ahead of this, organize our outreach to supervisors before the CoM pulls another fast one on us...Read on...

From tonite's zoom:

1. What emergency is it exactly that Sarah & Kathleen alluded that caused the CoM to quickly implement the STR moratorium?

This is the excuse given while verbally backpedaling at why the CoM didn't put STR moratorium notifications in EVERYONE's property tax bills. Instead, they "advertised/publicized" the moratorium in newspapers, on KQED & other "public" outlets.

2. Supervisor Moulton verbally shut down a participant expressing their concerns about the moratorium, while it was clearly emphasized that such feedback is exactly the purpose of this session.
3. We MUST demand our supervisors pledge to being honest, transparent, proactive to include ALL stakeholders on the approaches & considerations being relied upon for any decisions made.
4. In light of the sneaky way the moratorium was "made public", the CoM should IMMEDIATELY lift it & rescue those homeowners who are being negatively economically impacted & who are struggling in light of the myopic regulation!

Part 2:

At the end of the zoom, I pressed Sarah & Kathleen to enlighten us about "the emergency" that caused the CoM to fast track the STR moratorium. No solid answer was given as acknowledged by a fellow zoom participant.

I await Kathleen's email reply to my request to this link of the Supervisors' vote passing the STR Moratorium back in June 2022 for insights about the purported "emergency". More to follow....

Thanks, team, for mobilizing & rallying together to build our pro-STR coalition numbers & to prepare to barrage our Supervisors with a flotilla of letters & Emails expressing our sentiments.

Onward, together!

On Thu, Dec 1, 2022 at 7:33 PM Michael Anderson <[mvanderson20@gmail.com](mailto:mvanderson20@gmail.com)> wrote:

Hi Team - sorry this took so long. Looking for insight on a [very rough draft website](#) I'm working on. I was going to connect it with the domain "WestMarinRentalAdvocates.org". Right now it's only purpose is to collect people's contact info for an email list. Let me know if there's any sections, changes in narrative/content, etc., you think I should include. Open to name suggestions, too!

Once this is up, AirBnB has offered to send it out to Marin county hosts.

-Mike

On Thu, Dec 1, 2022 at 5:06 PM Rachel Dinno <[rachelddinno@hotmail.com](mailto:rachelddinno@hotmail.com)> wrote:

Hello Team,

This afternoon, I spoke with like Allen (off the record) and introduced him to Sean (who plans to talk with him on the record).

Ike is writing a piece for next week's paper that will follow-up on last week's article. In particular, he is interested in hearing from people who rent their homes for short-term purposes and why they rent their space.

Can we identify a few people who have good stories to tell (people who are renting to make ends meet, people who add value to their local community by renting their space, services that STR provide to our community)? If so, he would like to talk with them and asked that I distribute his contact information, which is:

Ike Allen  
Staff reporter  
Point Reyes Light  
Office: (415) 669-1200  
Cell: (202) 557-1826

The final take-away is this: We need to get more engaged, politically. We need to get our numbers and get comments on record at these public meetings and letters into our Supervisors' offices. The County is responding to organizations who claim STRs are impacting affordable housing. They need to hear from STR. We need to get as many voices on record with the county as possible.

Rachel

From: Rachel Dinno <[rachelddinno@hotmail.com](mailto:rachelddinno@hotmail.com)>

Sent: Thursday, December 1, 2022 12:02 PM

To: [seadriftkatie@gmail.com](mailto:seadriftkatie@gmail.com); 'Meg Cadiz' <[meg.cadiz@gmail.com](mailto:meg.cadiz@gmail.com)>; 'Sean Callagy' <[mailseancallagy@gmail.com](mailto:mailseancallagy@gmail.com)>

Cc: Sarah Butler <[sarah@oceanicrealty.com](mailto:sarah@oceanicrealty.com)>; ashley@seadriftrealty.com <[ashley@seadriftrealty.com](mailto:ashley@seadriftrealty.com)>; 'scott grooms' <[scottgrooms@gmail.com](mailto:scottgrooms@gmail.com)>; 'MARK DARLEY' <[markdarley@mac.com](mailto:markdarley@mac.com)>; 'Michael Anderson' <[mvanderson20@gmail.com](mailto:mvanderson20@gmail.com)>; 'Cynthia Gerlinger' <[cynthiagerlinger@me.com](mailto:cynthiagerlinger@me.com)>; 'Bettina STIEWE 415.559.0020' <[bettina@stiewe.com](mailto:bettina@stiewe.com)>; 'Claire Hunsaker' <[chunsaker@gmail.com](mailto:chunsaker@gmail.com)>; 'Daniel Gill' <[daniel.gill@cbnorcal.com](mailto:daniel.gill@cbnorcal.com)>; 'Jeanice Skvaril' <[skvaril@yahoo.com](mailto:skvaril@yahoo.com)>; 'Julianne Havel' <[sjulianneh24@gmail.com](mailto:sjulianneh24@gmail.com)>; 'Keith Offord' <[keith@rossvalleyrealestate.com](mailto:keith@rossvalleyrealestate.com)>; 'Loren Quagliari' <[loren\\_quags@yahoo.com](mailto:loren_quags@yahoo.com)>; 'Maggie Volk' <[maggievolk@gmail.com](mailto:maggievolk@gmail.com)>; 'Michael Wechsler' <[mwechsler@pmanet.org](mailto:mwechsler@pmanet.org)>; 'Mr Payton Stiewe Stiewe' <[payton@paytonhinings.com](mailto:payton@paytonhinings.com)>; 'Nicole Newnham' <[nicolenebnharmalmarkey@gmail.com](mailto:nicolenebnharmalmarkey@gmail.com)>; 'Robert Suehiro' <[robsuehiro@gmail.com](mailto:robsuehiro@gmail.com)>; 'Tom Malarkey' <[tmalarkey@gmail.com](mailto:tmalarkey@gmail.com)>; 'Tom Peters' <[tb8000@gmail.com](mailto:tb8000@gmail.com)>; 'jamie@cragmontpartners.com' <[jamie@cragmontpartners.com](mailto:jamie@cragmontpartners.com)>; 'katie@seadrift.com' <[katie@seadrift.com](mailto:katie@seadrift.com)>; 'jeaniceskvaril@gmail.com' <[jeaniceskvaril@gmail.com](mailto:jeaniceskvaril@gmail.com)>; 'Anna Desenberg' <[annadesen@gmail.com](mailto:annadesen@gmail.com)>; 'Kim Desenberg' <[kimdesen@gmail.com](mailto:kimdesen@gmail.com)>; 'Andrew Walmsley' <[andrewwalmsley@gmail.com](mailto:andrewwalmsley@gmail.com)>; 'Heather Cooper' <[hcooperhouse@gmail.com](mailto:hcooperhouse@gmail.com)>; 'smonteko@gmail.com' <[smonteko@gmail.com](mailto:smonteko@gmail.com)>

Subject: Re: USE THIS THREAD w/updated/correct emails Re: pro-STR moratorium homeowner task force...initial interest list

Hello Team,

A few weeks ago, I drafted and sent talking points to this group. Since I have not heard from anyone, I suspect they got buried. These talking points are also available on Google Drive. To ensure everyone has seen them, I am adding the talking points directly into the body of this message and would truly appreciate additional thoughts and comments.

As you will see, there are data holes that I suspect some on this message can help provide. In addition, you will see a section titled "Testimonials". We should start gathering convincing testimonials and the names of people who can make them

(Meg, I added a testimonial from one of your email messages).

In addition, there is a section for us to document the anti-STR messages since we will ultimately need to help the county properly address these concerns.

Thank you for reviewing the talking points below and helping fine-tune them.

Rachel

## DRAFT TALKING POINTS in Support of STR:

### ECONOMIC IMPACT:

Economic impact on our community from the loss of STR will ultimately undermine the goal of more affordable housing. It will reduce Measure W tax dollars, which creates funding for affordable housing from STR. Local jobs created from keeping STR in top condition will be lost. And, fewer visitors to the Coast will negatively impact the local economy.

**Tourism is West Marin's primary economic driver**, and overnight stays are a vital part of West Marin, ultimately creating jobs and millions of dollars in economic activity, wages and tax revenue. The County needs to encourage tourism, not push it away. [ECONOMIC DATA NEEDED]

**Overnight visitors spend money in the local community.** In addition to the tax revenues generated, tourists create jobs by spending money in our restaurants, stores, galleries, as well as on farm and sporting related amenities and services. In California's coastal communities, studies have found that for every \$100 spent on lodging, visitors spend an additional \$69 on food, \$48 on recreational activities, and \$59 on retail shopping. [DOES ANYONE HAVE UPDATED NUMBERS?]

*Anecdote: Last year, based on feedback forms, 100% of my guests purchased groceries at the local store, ate at local restaurants and purchase items at local shops.*

**Limiting visitors to the region will result in a loss jobs, quality services and tax revenue.** Most businesses in our community (from restaurants, grocery stores, artists, shops, galleries as well as operators of farm and oyster tours, cheese and wine tastings) depend on visitors to the region. If people don't stay in West Marin, they will not shop in our stores, dine in our restaurants, buy our art, rent kayaks, tour and taste delicacies from nearby farms. This will result in a decline of the goods and services provided to the existing residents, jobs will be lost, and tax revenue will decline.

**Short-term rental homeowners spend more money in the local economy:**

Study after study finds that short-term rental homeowners take the income received from renting and spend it on goods and services in the local community. A door off its track, an outdoor step that is loose, an electrical socket that doesn't work, a slow dripping rain gutter, a fallen tree, . . . These are liabilities that cannot be ignored with a short-term rental. As a result, more goods are purchased from local business and more local professionals are employed.

*Anecdote: Consistent with all studies, last year alone, I spent over \$XXXXXX employing local people and purchasing goods from local shops to make improvements to the home to ensure its top condition.*

**Limiting vacation housing in West Marin will negatively impact the Middle Class.** Homeowners who open their homes to guests are working to pay the mortgage and property tax. Without this added income, many people may lose their home. The community does not benefit from driving the middle class into a situation where the banks repossess their home.

**The County should be creating incentives for visitors to come and spend money in the community, not putting up barriers to entry.** Why would the Board of Supervisors put the businesses and community at risk of losing its greatest economic base?

**STR contribute millions to Affordable Housing**

The County collects over \$1.2 million annually from STR in West Marin. Measure W funds brought in over \$2.5 million in the first 2 1/2 years (1/1/19 thru 6/30/21). Half of the funds went to emergency services and the other half to community housing needs. Why undermine or cut off this source of funding for affordable housing?

### LIMITS ACCESS TO THE NATIONAL SEASHORE:

**The County is mandated to provide overnight accommodations to Point Reyes National Seashore.** Marin's Local Coastal Plan states "Overnight accommodations are a key element in the provision of coastal recreational opportunities, since many coastal visitors travel long distances to reach the variety of recreation options found throughout the County."

A direct consequence of limiting overnight accommodations will be to exclude people from experiencing the National Seashore. It takes individuals who live in Marin County over one hour to reach the National Seashore. By limiting vacation rentals, the Board of Supervisors would essentially be telling out-of-county visitors that they can use the park for a few hours, but they cannot have a deeper experience in nature.

**People will come. Limiting vacation rentals will increase traffic.** With fewer vacation homes available visitors will be forced onto the roads, driving in and out of the region on a daily basis to visit the park and other attractions.

**Character of Community:** West Marin is one of the most beautiful places in the country that people from all over the world want to visit, isn't it better that accommodation is provided for visitors by individual local property owners rather than international hotel chains?

### MORE VACATION HOMES ARE NEEDED:

**West Marin is Underserved by Short-Term housing.** Over 2.74 million people visited the Point Reyes National Seashore annually. Yet there are only 621 housing options in the entire region. Only 621 campground sites, mobile homes, RV parks, single rooms in private homes, homes, and individual hotels rooms in which 2.74 million guests can stay. Only 0.02% of the visitors to the West Marin region have an ability to stay overnight in the region.

**Second Homes:** Historically, West Marin has been a second home community. These homes were built as vacation homes and are still being used as second homes. If homeowners cannot rent their homes for short term visits, these homes will not convert to long-term rentals. Instead, we will have a community of seldom used decaying second homes and a loss of revenue to the local businesses.

**Myth: Second homes can become long-term rental homes:** if second homes aren't made available for short-term rent, they will simply sit vacant during the periods in which homeowners are not there. High-end homes will not magically turn into "affordable housing" if you ban or limit STRs.

**Myth: Denying STR will increase LTR:** Has the moratorium on new STRs (in place for 6 months) led to more LTRs on the market? No, there is no evidence that hurting STR operators will help long-term renters.

### REQUEST FROM COUNTY:

Tourism, enhanced by over-night stays, is too important to the health of our community. The County of Marin needs to do its homework before drafting any guidelines/policy.

**Define the Problem (rather than propose a solution in search of an unidentified problem):**

What is the problem that the County is trying to address?

Short Term Rentals? STRs aren't discussed as a problem, but the solution to the non-stated problem appears to be the elimination of STRs.

Affordable housing? There are many housing needs in West Marin, Marin County, the State of California, and throughout the entire nation. But this effort doesn't state affordable housing as a problem, nor does it define how the County's guidelines on STR will help with affordable housing.

**Gather, Use, and Be Transparent with real Facts:**

Reliable data sources should be used in understanding the problem and developing solutions.

The County's presentation is riddled with faulty data. For Example:

- Vacation homes (short-term rental homes) are not counted in the census data. Therefore the county's numbers identifying homes vs short-term homes by community is incorrect since communities in West Marin are comprised of a large number of second/vacation homes.
- Number of days in which people rent their homes for short-term purposes is too high. The county has the correct data. It's available by downloading the data supplied to the county when homeowners submit the TOT data. Don't use outside estimates. The county has the actual data.

Why is the County using AirDNA projections, rather than their own data? What are the methods underlying AirDNA's projections? The numbers appear to be grossly out of sync with reality.

**Understand the Impacts by Region:**

Before drafting guidelines that will impact tourism, the County needs to understand what is about to be disrupted. Every region within the county is different. What is the benefit and impact of tourism on the regional economy? How much do visitors spend in the area? What portion of sales by local businesses is due to tourism? How much income does tourism generate for households and businesses in the area? How many jobs are tourism related in West Marin? How many jobs will be at risk if tourists going elsewhere? How much does the County collect in tax revenues from the tourism industry? How much is generated from STRs?

**Outline Regional Differences (One Size Solution does not Fit All):**

What are the primary economic drivers by region? What is the composition of homeownership of each region? Every district within West Marin has different features. The county needs to assess the needs of each community and not apply one regulation, which will result in unintended impacts.

**Inform and Engage with Stakeholders:**

The county sends email messages to every short-term rental hosts every month (to collect tax information). Why not send an email to the same group informing them of potential policy changes to Short Term Rental policy?

**Include the Community in the Solution:**

The Board of Supervisors are the leaders of the community and not succumb to divisive tactics. Us vs. Them. Locals vs. Visitors. Permanent residents vs. Second Home residents. Short-term rentals vs. Long-term rentals. These aren't problems or solutions. This is finger-pointing, and a lazy approach to real issues. The Board of Supervisors need to assist the community to do the real work, to think about the We, the problems we face, and solutions we can all be part of.

**Be very mindful of the Law of Unintended Consequences:**

A policy that puts a wedge between short-term and long-term housing advocates is dangerous for our community and does not address the housing problem. It will only exacerbate it. Supply and Demand: It doesn't only apply to long-term housing. The community will suffer from the unintended consequences of poorly drafted policy. The intended result will not be achieved but an economy and community will decline. Without visitors, the grocery stores and restaurants will suffer. Artists in the community, dependent on tourists to buy their art, will face hardships. Jobs will be lost and the community gutted by the elected officials whose job it is to help everyone thrive.

**Process is important for a healthy Democracy.**

This effort appears to have been created in a backroom by a handful of government employees and pushed upon the public. It appears to be a capricious and arbitrary abrogation of government's responsibility. While public meetings are being held, impacted stakeholders have not been informed/invited and comments are dismissed with no commitment to follow-up. The county needs to incorporate the public's input into policy guidelines. We encourage the County to talk with stakeholders and interest groups to better understand the consequences and develop an effort that will address the actual problem.



**Housing is a national issue, not simply a West Marin issue.** The shortage of long-term housing is a problem decades in the making. Bolinas has had a water meter moratorium (and thus a building moratorium) for half a century. Zoning in the Coastal zone has been very restrictive for decades. Inflation is driving up the cost of lots of things. But Airbnb has only been around for a decade. And, there is simply no data that, on a meaningful scale, yesterday's rentals are today's Airbnb's.

## POTENTIAL TESTIMONIES (PRO-STRs):

**Meg Cadiz:** During the fire and the pandemic we offered first responder housing, I housed a paramedic for 3 months of training and offered medical professionals free stays. In addition, our network is a benefit for our local nonprofits to use homes for retreats and silent auction donations. We are a well-known part of the fabric of the community. For local weddings, memorials, and funerals we offer low rates and the space for local families and guests to celebrate.

## ARGUMENTS THAT WILL BE MADE ANTI-STR"

(NEED TO ADDRESS IN OUR MESSAGING)

"I think this topic profoundly affects the housing market in so many ways! I believe STRs destroy the fabric of our community and negatively effect home values across the board. I was unaware (until last night) there is a moratorium currently on new home purchases for short term rentals. I absolutely support that."

"Year-round locals, especially renters, view short-term stays through companies like Airbnb as taking vital housing off the market and driving up rents." Anecdotal claims are not proof. Any data to back this claim?

---

**From:** seadriftkatie@gmail.com <seadriftkatie@gmail.com>  
**Sent:** Thursday, December 1, 2022 8:25 AM  
**To:** 'Meg Cadiz' <meg.cadiz@gmail.com>; 'Sean Callagy' <mailseancallagy@gmail.com>  
**Cc:** 'Sarah Butler' <sarah@oceanicrealty.com>; 'Rachel Dinno' <racheldinno@hotmail.com>; ashley@seadriftrealty.com <ashley@seadriftrealty.com>; 'scott grooms' <scottgrooms@gmail.com>; 'MARK DARLEY' <markdarley@mac.com>; 'Michael Anderson' <mvanerson20@gmail.com>; 'Cynthia Gerlinger' <cynthiagerlinger@me.com>; 'Bettina STIEWE 415.559.0020' <bettina@stiewe.com>; 'Claire Hunsaker' <chunsaker@gmail.com>; 'Daniel Gill' <daniel.gill@cbnrcal.com>; 'Jeniece Skvaril' <skvaril@yahoo.com>; 'Julianne Havel' <julianneh240@gmail.com>; 'Keith Offord' <keith@rossvalleyrealestate.com>; 'Loren Quaglieri' <loren\_quags@yahoo.com>; 'Maggie Volk' <maggievolk@gmail.com>; 'Michael Wechsler' <mwechsler@pmanet.org>; 'Mr Payton Stiewe Stiewe' <payton@paytonhinnings.com>; 'Nicole Newnham' <nicolenevnhammalarkey@gmail.com>; 'Robert Suehiro' <robsuehiro@gmail.com>; 'Jeniece Skvaril' <skvaril@yahoo.com>; 'Julianne Havel' <julianneh240@gmail.com>; 'Keith Offord' <keith@rossvalleyrealestate.com>; 'Loren Quaglieri' <loren\_quags@yahoo.com>; 'Maggie Volk' <maggievolk@gmail.com>; 'Michael Wechsler' <mwechsler@pmanet.org>; 'Mr Payton Stiewe Stiewe' <payton@paytonhinnings.com>; 'Nicole Newnham' <nicolenevnhammalarkey@gmail.com>; 'Robert Suehiro' <robsuehiro@gmail.com>; 'Tom Malarkey' <tmalarkey@gmail.com>; 'Tom Peters' <tp8000@gmail.com>; 'jamie@cragmontpartners.com' <jamie@cragmontpartners.com>; 'katie@seadrift.com' <katie@seadrift.com>; 'jeaniceskvaril@gmail.com' <jeaniceskvaril@gmail.com>; 'Anna Desenberg' <annadesen@gmail.com>; 'Kim Desenberg' <kimdesen@gmail.com>; 'Andrew Walmsley' <andrewwalmsley@gmail.com>; 'Heather Cooper' <hcooperhouse@gmail.com>; 'smonteeke@gmail.com' <smonteeke@gmail.com>  
**Subject:** RE: USE THIS THREAD w/updated/correct emails Re: pro-STR moratorium homeowner task force...initial interest list

Sean thank you for totally laying out such a clear explanation of the facts. I am strongly in support of your interview. I also would like to suggest that emphasizing that normal families cannot afford the 31 day stay so potential ordinance will actually make it so only very wealthy families who can pay for a month's rental no matter how many days they use it, able to visit West Marin. The elitist aspect is to me very important. My grandparents visited Stinson Beach in the 30's and the generations that have followed have all been a part of Stinson. None of my extended family members could afford what will happen if only 31 days or longer are allowed. Our economies are focused on visitors. Those who come and stay for a few days or longer leave way more money in the community than a day visitor.

The County staff has a misguided way of trying to solve the fact there is not enough housing. This will upend what has worked for us for years. Build more affordable housing, that is what is needed. This is not the easy way out

Thanks

Katie

Owner Seadrift Realty, Inc

415-699-3558

---

**From:** Meg Cadiz <meg.cadiz@gmail.com>  
**Sent:** Thursday, December 1, 2022 6:08 AM  
**To:** Sean Callagy <mailseancallagy@gmail.com>  
**Cc:** 'Sarah Butler' <sarah@oceanicrealty.com>; 'Rachel Dinno' <racheldinno@hotmail.com>; ashley@seadriftrealty.com <ashley@seadriftrealty.com>; 'scott grooms' <scottgrooms@gmail.com>; 'MARK DARLEY' <markdarley@mac.com>; 'Michael Anderson' <mvanerson20@gmail.com>; seadriftkatie@gmail.com <seadriftkatie@gmail.com>; 'Cynthia Gerlinger' <cynthiagerlinger@me.com>; 'Bettina STIEWE 415.559.0020' <bettina@stiewe.com>; 'Claire Hunsaker' <chunsaker@gmail.com>; 'Daniel Gill' <daniel.gill@cbnrcal.com>; 'Jeniece Skvaril' <skvaril@yahoo.com>; 'Julianne Havel' <julianneh240@gmail.com>; 'Keith Offord' <keith@rossvalleyrealestate.com>; 'Loren Quaglieri' <loren\_quags@yahoo.com>; 'Maggie Volk' <maggievolk@gmail.com>; 'Michael Wechsler' <mwechsler@pmanet.org>; 'Mr Payton Stiewe Stiewe' <payton@paytonhinnings.com>; 'Nicole Newnham' <nicolenevnhammalarkey@gmail.com>; 'Robert Suehiro' <robsuehiro@gmail.com>; 'Tom Malarkey' <tmalarkey@gmail.com>; 'Tom Peters' <tp8000@gmail.com>; 'jamie@cragmontpartners.com' <jamie@cragmontpartners.com>; 'katie@seadrift.com' <katie@seadrift.com>; 'jeaniceskvaril@gmail.com' <jeaniceskvaril@gmail.com>; 'Anna Desenberg' <annadesen@gmail.com>; 'Kim Desenberg' <kimdesen@gmail.com>; 'Andrew Walmsley' <andrewwalmsley@gmail.com>; 'Heather Cooper' <hcooperhouse@gmail.com>; 'smonteeke@gmail.com' <smonteeke@gmail.com>  
**Subject:** Re: USE THIS THREAD w/updated/correct emails Re: pro-STR moratorium homeowner task force...initial interest list

Hi Sean,

Ike is fair, he's a young new writer. He will appreciate facts and your even tone. You can ask him about his other conversations. He's not sensationalistic.

He will like your style. The reporters of the Light always have advertised they are looking for a room to rent and we are all aware of that and some may or have offered places to stay for short periods.

Thanks!

Meg

On Dec 1, 2022, at 6:56 AM, Sean Callagy <mailseancallagy@gmail.com> wrote:

That was exactly my concern -- I'm not convinced we'd get fair treatment from the Light. Does anyone know what Ike wants -- a perspective from the STR owner / operator side? Background information?

While I could possibly provide the perspective I shared, I'm hesitant to act as a 'spokesperson' as it is still not clear to me precisely what our objectives are. I also haven't attended the recent meetings so am probably not up to speed on what is contemplated. The County's website is pretty sparse on details as to what regulations and changes are being developed -- they just have a few guiding principles that are pretty vague -- no concrete proposals that I can see.

One actual data point we could point out is that Measure W funds brought in over \$2.5 million in the first 2 1/2 years (1/1/19 thru 6/30/21). Half of that went to emergency services and the other half to community housing needs. I'll bet the figures for FY ended 6/30/22 were significant, as they are largely post-pandemic. Why would the county undermine or cut off this source of funding?

On Thu, Dec 1, 2022 at 5:44 AM Sarah Butler <sarah@oceanicrealty.com> wrote:

Do be careful what words you use while being interviewed. I no longer a so questions for the light...

Push coastal access (STRs makes visiting affordable) and your point that most of the second homes will just sit empty if not renting sort term.

Plus the STRs have created a micro economy that provides employment and generates taxes for the county.

I'm so grateful to you Sean for taking the interview and to all of you in the task force.

Sarah Butler of Oceanic Realty

BRE 01258888

Cell 415-265-5070

Office 415-868-0717

[www.oceanicrealty.com](http://www.oceanicrealty.com)

Please excuse any typos as this was sent from my iPhone...

On Nov 30, 2022, at 9:53 PM, Rachel Dinno <racheldinno@hotmail.com> wrote:

Sean as the spokesperson sounds great to me! Sean, I'm at your service. I can be reached at 415-722-3363. Thank you!

---

**From:** Meg Cadiz <meg.cadiz@gmail.com>  
**Sent:** Wednesday, November 30, 2022 4:47 PM  
**To:** Sean Callagy <mailseancallagy@gmail.com>  
**Cc:** 'Sarah Butler' <sarah@oceanicrealty.com>; 'Rachel Dinno' <racheldinno@hotmail.com>; ashley@seadriftrealty.com <ashley@seadriftrealty.com>; 'scott grooms' <scottgrooms@gmail.com>; 'MARK DARLEY' <markdarley@mac.com>; 'Michael Anderson' <mvanerson20@gmail.com>; seadriftkatie@gmail.com <seadriftkatie@gmail.com>; 'Cynthia Gerlinger' <cynthiagerlinger@me.com>; 'Bettina STIEWE 415.559.0020' <bettina@stiewe.com>; 'Claire Hunsaker' <chunsaker@gmail.com>; 'Daniel Gill' <daniel.gill@cbnrcal.com>; 'Jeniece Skvaril' <skvaril@yahoo.com>; 'Julianne Havel' <julianneh240@gmail.com>; 'Keith Offord' <keith@rossvalleyrealestate.com>; 'Loren Quaglieri' <loren\_quags@yahoo.com>; 'Maggie Volk' <maggievolk@gmail.com>; 'Michael Wechsler' <mwechsler@pmanet.org>; 'Mr Payton Stiewe Stiewe' <payton@paytonhinnings.com>; 'Nicole Newnham' <nicolenevnhammalarkey@gmail.com>; 'Robert Suehiro' <robsuehiro@gmail.com>; 'Tom Malarkey' <tmalarkey@gmail.com>; 'Tom Peters' <tp8000@gmail.com>; 'jamie@cragmontpartners.com' <jamie@cragmontpartners.com>; 'katie@seadrift.com' <katie@seadrift.com>; 'jeaniceskvaril@gmail.com' <jeaniceskvaril@gmail.com>; 'Anna Desenberg' <annadesen@gmail.com>; 'Kim Desenberg' <kimdesen@gmail.com>; 'Andrew Walmsley' <andrewwalmsley@gmail.com>; 'Heather Cooper' <hcooperhouse@gmail.com>; 'smonteeke@gmail.com' <smonteeke@gmail.com>

<payton@paytonbinnings.com>; Nicole Newnham <nicolenewnhammarkey@gmail.com>; Robert Suehiro <robsuehiro@gmail.com>; Tom Malarkey <malarkey@gmail.com>; Tom Peters <tp8000@gmail.com>; jamie@cragmontpartners.com <jamie@cragmontpartners.com>; katie@seadrift.com <katie@seadrift.com>; jeaniceskvaril@gmail.com <jeaniceskvaril@gmail.com>; Anna Desenberg <annadesen@gmail.com>; Kim Desenberg <kimdesen@gmail.com>; Andrew Walmisley <andrewwalmisley@gmail.com>; Heather Cooper <hcooperhouse@gmail.com>; smonteco@gmail.com <smonteco@gmail.com>  
Subject: Re: USE THIS THREAD w/updated/correct emails Re: pro-STR moratorium homeowner task force...initial interest list

I think Sean should call Ike and be a spokesperson.

I agree we need to inform not fan the flames.

Thanks Sean,

Meg

On Nov 30, 2022, at 5:26 PM, Sean Callagy <mailseancallagy@gmail.com> wrote:

I'll offer some thoughts, in the hopes they're helpful, and sorry if I'm repeating what has already been considered.

Ike's article in the Light last week struck me as rather hostile -- "a contingent of homeowners *resents* the county's efforts to strengthen regulations on the rentals" etc. So, we're resentful just for speaking up? I guess we need to be careful with words / tone to not fan that flame.

Some other points to consider when talking to Ike or others:

1. The Light echoes the commonly made claim that "Many year-round locals, especially renters, view short-term stays through companies like Airbnb as taking vital housing off the market and driving up rents." Anecdotal claims are not proof. I've seen no data for this -- have you? Does the county have any data on the number of long-term rentals a decade ago vs today? In any case, the shortage of long-term housing is a problem decades in the making. Bolinas has had a water meter moratorium (and thus a building moratorium) for half a century. Zoning in the Coastal zone has been very restrictive for decades. Inflation is driving up the cost of lots of things. But Airbnb has only been around for a decade. And, there is simply no data that, on a meaningful scale, yesterday's rentals are today's Airbnb's. My home is a second home; if we can't Airbnb it, it will just sit vacant during the periods we're not there. As for higher-end homes fetching many hundreds of dollars per night -- they won't magically turn into "affordable housing" if you ban or limit STRs. Since the moratorium on new STRs has been in place for 6 months, you'd think more LTRs would be on the market if it's truly a zero-sum game between STRs and LTRs, but of course that's not the case. In sum, there is no evidence that hurting STR operators will help long-term renters.
2. In fact, capping / overregulating / ending STRs will undermine the goal of more affordable housing. It will dry up Measure W tax dollars. And the locals who maintain, improve, clean etc STRs will have less work to support them. There will be fewer visitors to the Coast, and less of a local economy.
3. Back to the no data point -- the Light cites AirDNA projections, not the county's own actual data collected over the last few years -- why? And what are the methods underlying AirDNA's projections? Some of the numbers sound too good to be true. Do they reflect summer occupancy / revenue rates? What's also odd is that the Light cites AirDNA's sales for average asking rates in some localities -- numbers that can be wildly skewed by just a few high-end properties listing for \$1000+ per night. But then the Light cites AirDNA's projections for median revenues -- which may be much higher than average revenues. That would be the case if there is a cluster of properties bringing the median amount or just above, but a significant number of properties bringing in less (in our case, wayyyy less). We should push the Light to be more rigorous on questioning the origins and reliability of the "data" being fed to it by the County.

On Wed, Nov 30, 2022 at 4:04 PM Sarah Butler <sarah@oceanicrealty.com> wrote:

Adding likeminded Bolinas property owner.

Best,



**Sarah Butler**

Broker/Owner  
DRE #01258888

sarah@oceanicrealty.com  
M: (415) 265-5070 | O: (415) 868-0717

[OceanicRealty.com](#) Follow us on social media!

On Nov 30, 2022, at 3:46 PM, Rachel Dimmo <racheldimmo@hotmail.com> wrote:

Hello Team,

Just getting back online after a week of offline bliss. Honestly, I feel a little out of the loop and yet Ike Allen from the Light wants to talk with me tomorrow. Has anyone spoken with him? Are there messages that need to be underscored? Any guidance is appreciated.

Thank you,

Rachel

---

**From:** ashley@seadriftrealty.com <ashley@seadriftrealty.com>

**Sent:** Monday, November 28, 2022 12:09 PM

**To:** 'scott grooms' <scottgrooms@gmail.com>; 'Meg Cadiz' <meg.cadiz@gmail.com>

**Cc:** MARK DARLEY <markdarley@mac.com>; Michael Anderson <mvanderson20@gmail.com>; Sarah Butler <sarah@oceanicrealty.com>; seadriftkatie@gmail.com <seadriftkatie@gmail.com>; Cynthia Gerlinger <cynthiagerlinger@mc.com>; Bettina STIEWE 415.559.0020 <bettina@stiewe.com>; Claire Hunsaker <chunsaker@gmail.com>; Daniel Gill <daniel.gill@cbmorcal.com>; 'Jeanice Skvaril' <skvaril@yahoo.com>; 'Julianne Havel' <julianneh24@gmail.com>; 'Keith Offord' <keith@rossalleyrealstate.com>; 'Loren Quaglieri' <loren\_quag@yahoo.com>; 'Maggie Volk' <maggiyolk@gmail.com>; 'Michael Wechsler' <mwechsler@pmanet.org>; 'Mr Payton Stiewe Stiewe' <payton@paytonbinnings.com>; 'Nicole Newnham' <nicolenewnhammarkey@gmail.com>; 'Rachel Dimmo' <racheldimmo@hotmail.com>; 'Robert Suehiro' <robsuehiro@gmail.com>; 'Sean Callagy' <mailseancallagy@gmail.com>; 'Tom Malarkey' <malarkey@gmail.com>; 'Tom Peters' <tp8000@gmail.com>; 'jamie@cragmontpartners.com' <jamie@cragmontpartners.com>; 'katie@seadrift.com' <katie@seadrift.com>; 'jeaniceskvaril@gmail.com' <jeaniceskvaril@gmail.com>; 'Anna Desenberg' <annadesen@gmail.com>; 'Kim Desenberg' <kimdesen@gmail.com>; 'Andrew Walmisley' <andrewwalmisley@gmail.com>; 'Heather Cooper' <hcooperhouse@gmail.com>

**Subject:** RE: USE THIS THREAD w/updated/correct emails Re: pro-STR moratorium homeowner task force...initial interest list

Adding in another homeowner out in Stinson

Ashley Bird

Rental Agent & Realtor

415.868.1791

DRE# 02141050

---

**From:** scott grooms <scottgrooms@gmail.com>

**Sent:** Monday, November 28, 2022 7:37 AM

**To:** Meg Cadiz <meg.cadiz@gmail.com>

**Cc:** MARK DARLEY <markdarley@mac.com>; Michael Anderson <mvanderson20@gmail.com>; Sarah Butler <sarah@oceanicrealty.com>; seadriftkatie@gmail.com <seadriftkatie@gmail.com>; Cynthia Gerlinger <cynthiagerlinger@mc.com>; Bettina STIEWE 415.559.0020 <bettina@stiewe.com>; Claire Hunsaker <chunsaker@gmail.com>; Daniel Gill <daniel.gill@cbmorcal.com>; 'Jeanice Skvaril' <skvaril@yahoo.com>; 'Julianne Havel' <julianneh24@gmail.com>; 'Keith Offord' <keith@rossalleyrealstate.com>; 'Loren Quaglieri' <loren\_quag@yahoo.com>; 'Maggie Volk' <maggiyolk@gmail.com>; 'Michael Wechsler' <mwechsler@pmanet.org>; 'Mr Payton Stiewe Stiewe' <payton@paytonbinnings.com>; 'Nicole Newnham' <nicolenewnhammarkey@gmail.com>; 'Rachel Dimmo' <racheldimmo@hotmail.com>; 'Robert Suehiro' <robsuehiro@gmail.com>; 'Sean Callagy' <mailseancallagy@gmail.com>; 'Tom Malarkey' <malarkey@gmail.com>; 'Tom Peters' <tp8000@gmail.com>; 'ashley@seadriftrealty.com' <ashley@seadriftrealty.com>; 'jamie@cragmontpartners.com' <jamie@cragmontpartners.com>; 'katie@seadrift.com' <katie@seadrift.com>; 'Anna Desenberg' <annadesen@gmail.com>; 'Kim Desenberg' <kimdesen@gmail.com>; 'Andrew Walmisley' <andrewwalmisley@gmail.com>

**Subject:** Re: USE THIS THREAD w/updated/correct emails Re: pro-STR moratorium homeowner task force...initial interest list

hi team & just jumping back in after Thanksgiving...

when adding the 12/1 zoom session details to my calendar, I stopped long enough to take this in from the CoM STR website/link that we've been using.

sorry i'm not up to speed on all the progress this team has made, will do so this evening.

in the meantime, this from the CoM STR website...any of it already used to help answer any of our 's about "why"?

The County is kicking off the process of updating its Short Term Rental (STR) regulations for the unincorporated areas of Marin. Please join the Community Development Agency (CDA) as we begin this initiative to discuss all things STRs.

Topics will include an overview of the draft guiding principles for this STR Update, STR data and trends, and tentative project timeline. This is also an opportunity to share your thoughts about STRs, provide feedback on information presented, and ask any questions of County staff.

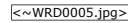
Meetings will be regional, roughly based on current Supervisorial Districts. However, if you cannot make the meeting for your District, or prefer to attend a different region, you are more than welcome to attend any meeting. Please note, additional outreach opportunities will be scheduled, including a Learning Session for Spanish speakers.

District	Supervisor	Meeting Date	Meeting Time
1	Damon Connolly	Thursday, November 10	6:00 pm
2	Katie Rice	Thursday, November 17	6:00 pm
3	Stephanie Moulton-Peters	Thursday, December 1	5:30 pm
4	Dennis Rodoni	Monday, November 14	6:00 pm
5	Judy Arnold	Wednesday November 9	6:00 pm

All meetings will be held over Zoom.  
<https://us06web.zoom.us/j/86156301063?pwd=a2lMRHk1S0F6ODFjOUxTNWROdGp6Zz09>

Meeting ID: 861 5630 1063  
Passcode: 616504

Or Scan the QR Code:



### Guiding Principles

At each districtwide forum, CDA staff will look for feedback on draft Guiding Principles, principles that will provide a foundation of understanding as we undertake the STR Update. We hope that they help inform stakeholders, and provide clarity on the commitment from County staff to develop STR policies that reflect the vision and shared values of our communities.

If you cannot make the meeting or wish to share your comments on the draft Guiding Principles in writing, they are provided below for your consideration. All communications will be reviewed by staff incorporated into the STR Update record.

1. Prioritize housing supply and affordability, and consider regulations in light of their effects on the cost and availability of housing within individual communities.
2. Advance equity in access to economic opportunities, services and activities.
3. Recognize that Marin County has historically provided vacation opportunities to the greater Bay Area region and State.
4. Distinguish among types of Short Term Rental operations and operators, e.g., hosted and unhosted, single and multiple ownerships, etc.
5. Develop regulations that are clear, affordable, simple, and enforceable (C.A.S.E).
6. Assure that short term rentals are good neighbors considering noise, parking, trash and other neighborhood quality of life concerns.

### Short Term Rentals Background

The Marin County Board of Supervisors first adopted short term rental (STR) regulations in 2018, requiring operators to obtain both a Business License and Transient Occupancy Tax Certificate, and establishing "Good Neighbor" Policies to alleviate the impacts of Short Term Rentals on surrounding communities.

However, with housing supply, community workforce, and public safety as motivators, the Board adopted a two year moratorium, ending May 23, 2024, on new STRs in the West Main Area (also known as the [Measure W Tax Area](#)). Specifically, the moratorium area includes unincorporated central and western Marin, from Dillon Beach/Tomales to the North, San Geronimo Valley and Nicasio in central Marin, and the communities of Muir Beach, Stinson Beach, and Bolinas to the south. [Find out if a property is subject to the current moratorium.](#)

Over the next two years, County staff will work to update the County's Short Term Rental Ordinance to improve the availability of middle- and lower-income housing in the West Marin Area, while maintaining existing coastal access. Please subscribe to this webpage (in the upper right corner) to receive updates on this process.

Operators within the West Marin area, with a valid business license and Transient Occupancy Tax Certificate, and those in the unincorporated communities outside West Marin, may continue to operate STRs in accordance with [the County's standards](#)

December 1, 2022

Dennis Rodoni  
3501 Civic Center Drive  
San Rafael, CA 95403

Dear Dennis Rodoni,

RE: Marin County STR:

My name is Linda Martin and I had been a full time resident at Dillon Beach for over 30 years. I am currently now a part time resident assisting my son John Arguelles with his Vacation Rental business exclusively at Dillon Beach. John lives and works full time at Dillon Beach with his family.

I am also a licensed Real Estate Broker who has sold many homes at the beach during my full time residency. Included with every sale I was involved in we had to disclose the following: Dillon Beach is surrounded by "AG" land, Dillon Beach is a second home market and Dillon Beach is an area for Vacation Rentals.

During all of the years that I resided at the beach full time the STR did not disturb me. People from all over the United States visit the beach especially people from the central valley escaping hot summer months.

Dillon Beach does not consist of many full time homeowner's. I would estimate between the Village and Oceana Marin together there are no more than 40 full time residents. Dillon Beach is a remote location with windy country roads which become very hazardous during the winter months due to fog.

I am well aware as a Real Estate Broker the impact the STR moratorium has had on the real estate sales at Dillon Beach and the devaluation of home prices. One homeowner spoke at the District 4 meeting that he was unable to sell his home at the beach because of the STR moratorium. This moratorium is having a devastating impact on real estate sales at Dillon Beach.

Being involved with my son's vacation rental business I handle all of the bookings, inquiries for owner statements , etc. We had a very good year when vacation rentals was opened up again from the Pandemic and overseas travel was not permitted. However since overseas travel has now been permitted our bookings have dropped by 50 - 60% and gone back to where they were renting prior to the pandemic for all of our homes. Every single one of our homeowners use their houses themselves and allow their family to use the house at the beach . **ALL homeowners offer their houses "part time" for vacation rentals.** IF these homeowners were not allowed to rent their houses part time almost all of them would not be able to own their beach house. Coastal homes have high maintenance costs because of coastal conditions. The hosts are hearing this over and over again from homeowners at Dillon Beach who rent their homes part time at the beach.

Dillon Beach is a unique community and the only commercial activity we have at the beach is the Dillon Beach Resort which houses the General Store and small cafe employing a hand full of people. Dillon Beach has always been a small community with really nothing to offer except walking the beach.

We have been a wonderful community for many many years offering a place for visitors to come and spend a couple of nights and enjoy the ocean. Please let us remain as we are.

Linda Martin  
390 Oceana Drive  
P O Box 214  
Dillon Beach, CA 94929  
707-290-1275  
[LindaMartinREBroker@gmail.com](mailto:LindaMartinREBroker@gmail.com)  
[linda@gotodillonbeach.com](mailto:linda@gotodillonbeach.com)

\*\*I would like to add one last bit: The data that is being used by Marin County for these presentations are not accurate nor correct.

**From:** [Rodoni, Dennis](#)  
**To:** [STR](#)  
**Subject:** FW: Dillon Beach and Short Term Rental moratorium  
**Date:** Monday, December 5, 2022 4:38:21 PM

---

fyi

Dennis Rodoni  
Supervisor 4th District  
Marin County Board of Supervisors  
3501 Civic Center Drive, Suite 329  
San Rafael CA 94903  
415-473-7331

Email Disclaimer: <https://www.marincounty.org/main/disclaimers>

---

**From:** ROGER Ravenstad <[rravenstad@comcast.net](mailto:rravenstad@comcast.net)>  
**Sent:** Monday, December 5, 2022 4:33 PM  
**To:** Connolly, Damon <[DConnolly@marincounty.org](mailto:DConnolly@marincounty.org)>; Rice, Katie <[KRice@marincounty.org](mailto:KRice@marincounty.org)>; smoulton-peters@marincounty.org; Arnold, Judy <[JArnold@marincounty.org](mailto:JArnold@marincounty.org)>; Rodoni, Dennis <[DRodoni@marincounty.org](mailto:DRodoni@marincounty.org)>  
**Cc:** Hymel, Matthew <[MHymel@marincounty.org](mailto:MHymel@marincounty.org)>; Kilgariff, Kathleen <[KKilgariff@marincounty.org](mailto:KKilgariff@marincounty.org)>; Barreto, Fernando <[fbarreto@marincounty.org](mailto:fbarreto@marincounty.org)>; Jones, Sarah <[sbjones@marincounty.org](mailto:sbjones@marincounty.org)>  
**Subject:** Fwd: Dillon Beach and Short Term Rental moratorium

You don't often get email from [rravenstad@comcast.net](mailto:rravenstad@comcast.net). [Learn why this is important](#)

Dear Supervisors, I had intended to copy all of you on my initial correspondence to Supervisor Rodoni regarding the proposed Short Term Rental Ordinance, but the county on-line correspondence portal has a 1,000 character limit. Please accept this forwarded email below through traditional email.

Supervisor Rodoni was kind enough to respond to my original email in November under separate cover. I am happy to talk to any of you if you wish to contact me regarding my home in Dillon Beach.

Best,

***Roger Ravenstad***

c: 925-250-4798

e: [rravenstad@comcast.net](mailto:rravenstad@comcast.net)

----- Original Message -----

From: ROGER Ravenstad <[rravenstad@comcast.net](mailto:rravenstad@comcast.net)>

To: "[djrodoni4@gmail.com](mailto:djrodoni4@gmail.com)" <[djrodoni4@gmail.com](mailto:djrodoni4@gmail.com)>

Cc: "[str@marincounty.org](mailto:str@marincounty.org)" <[str@marincounty.org](mailto:str@marincounty.org)>, "[sjones@marincounty.org](mailto:sjones@marincounty.org)" <[sjones@marincounty.org](mailto:sjones@marincounty.org)>, "[kkilgariff@marincounty.org](mailto:kkilgariff@marincounty.org)"

[<kkilgariff@marincounty.org>](mailto:kkilgariff@marincounty.org)

Date: 11/15/2022 2:28 PM

Subject: Dillon Beach and Short Term Rental moratorium

November 15, 2022

Dear Supervisor Rodoni,

I am writing because I was not able to attend the STR meeting held online last night for your District, which includes Dillon Beach. I'm writing with some very specific requests:

1. Please exclude Dillon Beach from the moratorium and/or final ordinance in total. This is reasonable and fair.
2. If #1 is not politically possible, then please do not eliminate the ability to transfer rental rights onto the next home owner or perhaps transfer them to a different homeowner in Dillon Beach. The starting total number of allowed rentals should not be less than it is today. This will result in rental rights becoming a commodity, but it is still better than a slow elimination of all rentals over time.

We have owned our dream home in Dillon Beach since May of 2020. The owners before us would rent out the house for short term rentals and we have continued to do so. It is a meaningful side income for us and helps us pay for upkeep on the property. Just this year we had \$22,000 of emergency sewer upgrades that had to be completed. I am not rich, nor am I underprivileged. But if I could not rent out my Dillon Beach house I could not afford it. Only the super wealthy can do that.

We love Dillon Beach and intend to keep our second home here forever and perhaps pass it to our children. But if we did need to sell now for unforeseen reasons, the value of our home would be lowered because of the County moratorium on STRs. Recent sales have already proven this according to one local realtor. It makes no difference if the next owners intend to rent the house out, the value in the market is still artificially depressed for all homeowners due to the moratorium in place and possible permanent ordinance. This is unfair since Dillon has always had renters and the market has been adjusted to function in that kind of market. We routinely receive comments in our guest book from people who are so thankful that we shared our beautiful view and house with them, because otherwise they would never get the chance to enjoy it. Some of them even say they cried about the beauty. I'm serious. It's a real joy for us to share what we have. This new Ordinance, over time, will kill that experience for people.

We recognize that people do live full time at Dillon and we have never

once received complaints from the neighbors regarding our guests. We also recognize that Dillon Beach has always been mostly a vacation and second-home market. It has never ever been a place where people of modest or low income means can have a place to live. This is a resort community with almost zero services and transportation options to serve underhoused or people with limited means.

The County staff is flawed in thinking that this new possible ordinance limiting the transfer of STRs will enhance the rental market for the underserved or unhoused. If this moratorium becomes permanent, then over time only the very rich or investor class will be able to enjoy Dillon Beach and the place will feel like a ghost town as homes slowly change hands to people who are not legally allowed to rent to short term vacationers. Wealthy people will buy their second homes and let them sit unused until they come to visit on their monthly or bi-annual trips to Dillon. The fun off-beat vacation vibe will evaporate, the general store/cafe will close, the lower income folks will only come to Lawson's landing (at least until the upgrades are complete), and some homes may even deteriorate under neglect and under-use.

Nobody is going to buy a \$1 - \$2Million house in Dillon Beach and rent it out to a long term renter who cannot find housing elsewhere. First, because it's a bad investment in Dillon Beach to think you can rent to underhoused people when there is no place to shop for groceries, buy gas, get a job, or get on public transportation. Secondly, the only people who may rent in Dillon would be a retired person/couple, but they will not be underhoused nor will they be low income. They will be upper middle class renters who can afford to pay.

I am employed in an East Bay city and I am acutely aware of the housing crisis we are facing. I see the damage to our City and park system daily because people don't have affordable places to live. Feel free to "google" my name. Elected officials are under huge pressure to solve these problems. I'm here to tell you that Dillon Beach is not capable of playing a meaningful role in assisting in the housing crisis, but carelessly applying the STR restrictions proposed would substantially depress the area instead of creating the needed housing.

With tremendous respect and compassion for your dilemma, I urge you to not destroy our beach town vibe and the place we have come to love. We who live here can take the criticism that Dillon Beach wants to be treated special. It's OK, because if Dillon could provide the needed housing I assure you I would not be writing this email. Please keep our community intact and not left to only the super wealthy.

In summary, I ask again for the following considerations by the Board:

1. Please exclude Dillon Beach from the moratorium and/or final



ordinance in total. This is reasonable and fair.

2. If #1 is not politically possible, then please do not eliminate the ability to transfer rental rights onto the next home owner or perhaps transfer them to a different homeowner in Dillon Beach. The starting total number of allowed rentals should not be less than it is today. This will result in rental rights becoming a commodity, but it is still better than a slow elimination of all rentals over time.

Thank you for taking my letter seriously and to recognize that I am not against the intent of your Ordinance, only the notion that Dillon Beach can be a contributor to solving the housing crisis.

Best,

***Roger Ravenstad***

c: 925-250-4798

e: [rravenstad@comcast.net](mailto:rravenstad@comcast.net)

CC: County Supervisors through the on-line County portal.

**From:** [Rodoni, Dennis](#)  
**To:** [Susan Hayes](#)  
**Cc:** [STR](#)  
**Subject:** RE: vacation rentals  
**Date:** Tuesday, December 6, 2022 2:52:24 PM

---

Susan, thank you for your email and comments, I will include it in comments on STR site.

Dennis Rodoni  
Supervisor 4th District  
Marin County Board of Supervisors  
3501 Civic Center Drive, Suite 329  
San Rafael CA 94903  
415-473-7331

Email Disclaimer: <https://www.marincounty.org/main/disclaimers>

---

**From:** Susan Hayes <[susanhayes1952@gmail.com](mailto:susanhayes1952@gmail.com)>  
**Sent:** Tuesday, December 6, 2022 2:50 PM  
**To:** Rodoni, Dennis <[DRodoni@marincounty.org](mailto:DRodoni@marincounty.org)>; Kutter, Rhonda <[RKutter@marincounty.org](mailto:RKutter@marincounty.org)>  
**Subject:** vacation rentals

Some people who received this message don't often get email from [susanhayes1952@gmail.com](mailto:susanhayes1952@gmail.com). [Learn why this is important](#)

Dear Supervisor Rodoni,

Recent proposals by the Marin County Board of Supervisors concerning the regulation of vacation rentals overlook a number of important considerations.

The housing shortage in West Marin dates back to the 1970's with the arrival of a wave of new residents. Our housing stock then, and now, consists largely of single family homes on rural sized lots. As the community has evolved there has not been an adequate number of dwellings added to meet these needs. Zoning, Nimbyism, water meter availability, the resistance to second units and multifamily dwellings ,along with an expensive and exhausting permitting process has all contributed to this.

Who exactly owns homes in our community must be considered. We have been a location for second homes for over a century. Many families have struggled to maintain and secure these properties. Where others were able to scrape together and build a stake here when costs were not so out of reach. Some cashed out of elsewhere and bought in. Then, there is the current phenomena of owners simply parking money here because it is a good place to invest. This raises a lot of questions. Shouldn't these families be able to rent out their homes to help defray some of their overhead? Shouldn't our elders be able to supplement their incomes so they can afford to age in place? Perhaps those empty investment homes

should be taxed if they are not occupied which is done in many communities.

The expansion of public land in Marin County beginning with the creation of the Point Reyes National Seashore has forever changed the trajectory of our community to a visitor destination and a tourist economy. The lack of commercial space to develop other types of small enterprise hampers possibilities outside this sphere. We have all seen good business ideas leave town to launch. Outside of ranching and small scale farming folks who want to live and work in the community find themselves in the trades or hospitality. It must be acknowledged that these sectors create many living wage jobs, generate taxes and circulate dollars through our local economy. But, unfortunately incomes often are not adequate to rent homes in West Marin's inflated market, regardless of availability.

The local housing issue needs to be viewed in the larger, national context. We are in an economy of hard core capitalism, with a population that has doubled in 50 years and diminishing resources. Creative solutions , leadership and our support are sorely needed. The bogey man is not the neighbor on your street renting out their house to tourists.

The struggle for housing is real. I have experienced it myself, and have watched the trials of friends and employees. This led to my partner and I deciding early on to invest our resources in our community, not Wall street, by buying distressed properties and rolling up our sleeves. So in full disclosure we have a vacation rental. It allows our son to live and work on the property. Its proceeds also allow us to keep our full time rentals under market.

Susan Hayes, Inverness Park

**From:** [Dave Oxford](#)  
**To:** [STR](#)  
**Subject:** Dec 1st meeting  
**Date:** Wednesday, December 7, 2022 10:44:48 AM

---

You don't often get email from dave.oxford@outlook.com. [Learn why this is important](#)

A couple of things from the meeting on Dec 1.

1.) It was stated that the short-term rental rates came from public sources, not from the county's own records.

The county should certainly be able to calculate the actual average income from short-term rentals in the county. It's really easy math:

Dollars received by the county from TOT, divided by the tax rate of 14%, divided by the number of STRs.

example: \$1,400,000 income would be generated by \$10,000,000 in income, divided by 2000 houses would be \$5,000 per house.

2.) I asked what the impetus for starting this process in the first place was, and the general answer was that it was part of an effort to improve availability of housing in the county.

If the county wants to improve the *availability* of housing, it should work on making it easier to CREATE, i.e., *BUILD* housing. Clear away the red tape and reduce the fees for constructing new housing. HELP contractors, rather than putting roadblocks in front of them.

Dave Oxford  
209-605-7582

December 06,2022

str@marincounty.org

Subject: Marin County STR

Dear STR Committee,

I own a home in Dillon Beach which I lived in full time for approximately 5 years. During that time, I found it very difficult to live in Dillon Beach and commute to a full-time job.

The cost of transportation should be considered when looking at Dillon Beach as "affordable living". The cost alone to drive daily is more than you would imagine.... gas prices, wear, and tear to your car (I bought 2 cars in 5 years). An affordable grocery store is a 30-minute drive each way. There are minimal buses, I believe one a week, Uber and Lift will not go to Dillon Beach because of its remote location. Cost of transportation and remote location (difficulty of windy roads and low fog) are most likely why there approximately 40 full time residents that live in Dillon Beach.

The rental income I receive offsets the expenses ie: mortgage, insurance, property tax, maintenance etc. I believe you will find this true for many short-term homeowners. The numbers you shared with an average income of \$642/night 84 % occupancy and \$12,500/month are not even close to what I have ever grossed. The highest occupancy rates of all time were during COVID when people were "staycationing" because they could not travel abroad. Even during that time my numbers were not half of these posted averages.

Also, as a Real Estate Agent who has sold numerous homes in Dillon Beach, I am very concerned about the impact this moratorium has had on the value of our homes. Buyers are put off by the uncertainty of being able to rent a home on a short-term basis. This is financially devastating to our community. Our values were increasing until this moratorium.

Dillon Beach is known as a beach community one that for generations have been a vacation destination. Jobs (housecleaning, maintenance etc.) are created because of short-term rentals. Our local grocery store and restaurant is surviving because of people vacationing. During the years that I have resided at the beach full and part time the STR did not disturb me. I enjoyed seeing other families having the opportunity to enjoy the area. I lived in-between two STR's, I never had a noise issue nor did any short-term tenant show anything but respect and friendliness.

I believe Dillon Beach is not a place you can target as affordable living by shutting down short-term rentals and assume many of those homes will turn to "affordable" living. I'd be interested to know how many homeowners would rent their homes as full-time rentals if they could not rent them short-term. Personally, I am so happy I can "book" days for my family to stay in our home and allow others to enjoy our home when we cannot. It would be a shame to take away an affordable vacation from families that have been doing this for years.

Sincerely,

Colleen Madden

Colleen Madden

(415) 497.5170 | [colleen@cmadden.com](mailto:colleen@cmadden.com)

Subject Property Address: 14 Park Ave, Dillon Beach, CA 94929

Mailing Address: 1001 Bridgeway #461, Sausalito, CA 94965

**From:** [Scott Miller](#)  
**To:** [STR](#)  
**Cc:** [Kutter, Rhonda](#)  
**Subject:** STR or B&B?  
**Date:** Wednesday, December 7, 2022 1:36:46 PM

---

Hi Kathleen,

A gentleman (from Bolinas I think?) has expressed his frustration that he can't open his Hosted Short Term Rental because he didn't register before the Urgency Ordinance went into effect.

In my skeptical comments about the Ordinance (5/22/2022), I mentioned that "Hosted STR's" used to be called Bed and Breakfasts.

There's no moratorium on new B&B's.

He could call it what it used to be called, get a Use Permit, and he's good to go.

I call it "Push the pound sign, not the hashtag".

A Use Permit for a B&B is more work and \$ than no permit for a STR, but it *is* possible and it *was* done in the past.

You've also been getting an earful about TOT Certificates not transferring with the sale of the house.

A Use Permit would transfer.

Thanks again for your patience,

-Scott M.

November 10, 2022

Supervisor Dennis Rondoni  
County of Marin  
3501 Civic Center Drive Suite 329  
San Rafael. Ca.

Re: moratorium on short term rentals in West Marin

Dear Supervisor Rondoni

I am not a resident of the County of Marin, but I love it! I live in urban Oakland, and fell in love with the peace and beauty of West Marin 35 years ago when my children were young and we first rented a series of homes for school holidays and vacations. My daughter once described Stinson as an hour and a world away from Oakland. After a few years, we decided we wanted to own a home in Stinson, and we have been Marin County Homeowners and property tax payers ever since.

We have also rented our house when we are not able to use it, to help defray the expenses of ownership. We have a business license, and pay transitory occupancy taxes to the county every year. If we did not rent our house, I don't think we could continue to afford to keep it, and we would have to sell it. Our whole family, now including spouses and grandchildren, love to gather for Holidays. We will be celebrating thanksgiving there in a few weeks. We hope to continue to enjoy our home together into the future!

There are many reasons why communities examine short term rentals. One is the disruption caused in residential neighborhoods from strangers coming and going unpredictably, with noise, parking and safety concerns. In Stinson Beach, the Seadrift community of more than 300 homes has only about 20 full time residences. The homes on either side of us are rarely occupied. I am unaware of complaints about short term rentals in Stinson Beach,; they are common, expected and valued by the business community.

Another reason communities are concerned about short term rentals is the theory that the use of homes for short term rentals reduces the housing stock needed by individuals who want to live in the communities where they work. The cost of housing in West Marin makes it unlikely that a vacant vacation home could be affordable as a long term rental, and would likely be sold to an owner who could afford to let it sit idle.

West Marin is a special place, with a long history of tourism, which is a major support of local business. There are not enough hotels to provide customers to the restaurants, bookstores, markets and shops, and day use visitors are generally gone by late afternoon. The customers that provide the jobs are in the short term rentals.

Would it be possible to use some of the property taxes provided by non resident owners, and the TOT funds to help create affordable housing in West Marin? I would be willing to consider creating an ADU on my property, and dedicating its use to someone wanting to work in Stinson if that would help. Bolinas has an organization working to find properties that can be purchased and operated as affordable housing which the County could support using funds generated by the rentals..

Would it also be possible to separate the consideration of short term rentals in primarily residential areas from primarily recreational areas? The needs and concerns seem different to me.

Please help keep short term rentals available to the homeowners, visitors and business of West marin. Let's focus on finding a way to provide more affordable housing for people who want to work here! Thank you for all you do!

Sincerely yours



Elizabeth W. Sterns  
311 Seadrift Road  
Stinson Beach

5817 Mendoza Drive  
Oakland Ca. 94611  
510 547-2152

Lizsterns@yahoo.com



**From:** [Leila Monroe](#)  
**To:** [STR](#)  
**Subject:** Please add me to STR Email Updates  
**Date:** Tuesday, December 20, 2022 4:04:10 PM

---

You don't often get email from leilamonroe@gmail.com. [Learn why this is important](#)

Hello Marin Co. STR Team,

I participated in the 12/1 Zoom Update, and I would like to be added to all the update lists on this topic and to be sure that I submit formal comment at the appropriate times. My husband and I own and operate Smiley's Saloon, Hotel & Kitchen, and we have experience with the functioning of permitted short term rentals under the San Francisco and Maui, Hawai'i ordinances. I am also a lawyer with experience in real property law, and I have spent some time looking at the variety of short term rental regulatory approaches.

I strongly support the enactment of some type of STR regulatory program for Marin, and I believe that I have some valuable experience and information to offer to the process. I have witnessed the terrible struggle of long-time residents being evicted, I know a number of working community members forced to live in their cars, and I've experienced the difficulty of finding staff for our business and critical community services out here, without a STR rationalization program in place. For these reasons, I was also on the Board of the Bolinas Community Land Trust for two years and I continue to support that organization.

Many Thanks,  
Leila Monroe  
415-676-8913



December 21, 2022

VIA U.S. MAIL

Supervisor Dist. 4 - Dennis Rodoni  
Supervisor Dist. 2 - Katie Rice  
Supervisor Dist. 5 - Judy Arnold  
3501 Civic Center Drive  
San Rafael, CA 95403

Supervisor Dist. 1 - Damon Connolly  
Supervisor Dist. 3 - Stephanie Moulton-Peters  
Sarah Jones, Acting CDA Director  
Kathleen Kilgariff, CDA Planner

Re: Dillon Beach – Short Term Rentals

Dear Board of Supervisors & Staff:

I am writing on behalf of a group of homeowners from Dillon Beach who rent out their vacation homes on a short-term basis, known as short-term rentals or STRs. We would like to address the County’s current moratorium on STRs, and address the County’s “Guiding Principles” in assessing STRs, and how these principles apply to Dillon Beach.

100+ Year History – Dillon Beach is a visitor-serving resort beach community first developed after World War II, mainly as a collection of small beach shacks, used predominately by families from the Sacramento valley escaping the heat and enjoying the seashore. It was then expanded beginning in the 1960’s to include the upper Oceana Marin subdivision. Many of the homes in the village have been in families for generations. Over the years, many of the original homes, which did not even have foundations, have been lovingly improved and restored into beautiful beach bungalows. Currently, there are approximately 440 lots in Dillon Beach, which includes 170 lots in the historic lower “Village” and 270 lots in upper “Oceana Marin.” Dillon Beach has very few full-time residents (less than 50); most of whom are retired. The rest of the homes are used by families as second homes and/or as STRs. STRs date back over 100 years and, as a result, enjoy many longstanding legal protections.

These short-term rentals coexist in harmony with the small number of permanent residents. Dillon Beach attracts families, not partiers. The renters, homeowners and rental agents make a concerted effort to be good neighbors, enforce the existing County regulations pertaining to STRs, including rental capacity, and make Dillon Beach a safe and pleasant place for all. In addition, the rental income allows homeowners to make improvements and keep the homes in good condition, which benefits all neighbors. While we have seen a chart listing countywide STR complaints over the past four years, there is not any detail that would enable us to determine the basis for any complaints in Dillon Beach. Please forward those complaints to my attention so that we can evaluate the complaints and address any systemic concerns.

December 21, 2022

Page 2

Redaction of the complaining party's name is acceptable so long as an identifier is used so we can determine if there is a serial complainer with a possible agenda.

Eliminating STRs Will Not Increase Housing – Prioritizing housing supply and affordability is an admirable goal, but eliminating STRs in Dillon Beach will not achieve this goal. First, almost all the STR owners and their families use their rentals part-time and are unwilling to give this up. Taking away the ability to rent these homes part-time will not create long-term rentals. Instead, it will result in vacation houses that sit vacant for long periods of time, attracting crime.

Second, eliminating STRs would not provide affordable housing. Affordable housing is defined as “housing that is affordable to households at extremely low income, very low income, low income and moderate-income levels.” Generally, this means housing that costs less than 30% of household income. The houses in Dillon Beach are high value, are very expensive to maintain due to the corrosive ocean air, and would rent out in the \$4,000-\$8,000/month range. Thus, even if some of the homes are converted to long-term rentals, the rents will not be affordable.

Third, if the County is concerned about infrastructure and water use, converting STRs to long term housing will only increase use of these assets. Most STRs in Dillon Beach sit vacant during the winter months, except on weekends. If full-time renters were in these homes, they would be using much more water and putting a daily burden on the infrastructure.

Dillon Beach is Remote & Difficult to Access – Even if owners wanted to rent out their homes full-time, Dillon Beach is too remote and difficult to access for most renters. Dillon Beach does not have any public transportation. The closest gas station is in Bodega Bay 15 miles away, the closest grocery store, hospital and town of any size (Petaluma) are 20 miles away. The winding roads are dark, foggy, full of wildlife (and sometimes cows and sheep from nearby ranches), and are not safe for commuting at night, especially in the winter. Consequently, converting homes in Dillon Beach to long-term rentals does not advance equity in access to economic opportunities or services as intended by the Guiding Principles in assessing STRs.

The County is Relying on Incorrect Data – During recent Zoom meetings, staff have presented data as to the occupancy rates and rental income being generated by these STRs. First, the suggestion seems to be that big companies own these homes and are renting them out for enormous gain. This is simply untrue. The homes in Dillon Beach are owned by individual families, often for generations, not big companies. The County has access to home ownership records and can confirm this. Second, the occupancy and income data being relied on by staff is simply incorrect. For example, the County indicated that Dillon Beach has an 84% occupancy rate, with rentals earning an average gross monthly income of \$12,500. When asked for the source of this data, the County responded that it came from [www.airdna.com](http://www.airdna.com). STRs charge a TOT tax that is paid to the County. Why is the County relying on generic Internet data when it

December 21, 2022

Page 3

has the real data available? If the County looked at the real data, it would be apparent that the STRs bring in a fraction of the gross income reported at these meetings. This income also does not take into account all of the expenses associated with these STRs, including property taxes, insurance, utilities, maintenance, and management fees. Most STRs only generate a modest income over and above these expenses.

Eliminating STRs Will Hurt the Local Economy – Finally, eliminating or restricting STRs in Dillon Beach will hurt the local economy. The nearby towns of Tomales, Valley Ford, Inverness, and Point Reyes Station rely on tourists staying in Dillon Beach to visit their restaurants, shops, wineries and other tourist attractions. Long-term residents will commute into the larger towns for work and shopping, hurting these small towns. In addition, the local employees who support the STRs (management companies, housekeepers, maintenance workers, etc.) will be out of work.

In sum, it makes sense to limit STRs in traditional neighborhoods, but it makes no sense to limit STRs in Dillon Beach, a community that was created for vacationers and has never been a source of long-term housing. Even if the conversion of STRs at Dillon Beach to long-term rentals was possible, we do not believe it would advance equity in access to economic opportunities or services as intended by the Guiding Principles in assessing STRs. Dillon Beach STRs provide a valuable and equitable economic resource for middle and moderate income people wishing to vacation and experience the beautiful Marin Coast. Consequently, we ask that Dillon Beach be allowed to continue operating STRs, as it has for over 100 years.

If any of you or county counsel would like to contact me to discuss this letter, please use my cell phone (707-481-6582). Thank you.

Very truly yours,



Dawn M. Ross

cc: Dillon Beach Homeowners  
Dillon Beach Rentals  
[STR@marincounty.org](mailto:STR@marincounty.org)

**From:** [joshmartha@gmail.com](mailto:joshmartha@gmail.com)  
**To:** [STR](#)  
**Subject:** short term rentals  
**Date:** Monday, January 2, 2023 2:40:24 PM

---

josh newman would like information about:

I would like to suggest an item to add to your list of issues identified under principle #4, which I quote here: "Distinguish among types of Short Term Rental operations and operators, e.g., hosted and unhosted, single and multiple ownerships, etc." In addition, you should please distinguish between the types of communities in which the short-term rentals are taking place. For example, in Dillon Beach, the area is essentially 100% retirement or vacation homes; there are almost zero people living there who are working in local jobs where short-term rentals could put upwards pressure on housing costs and drive them out of the area. In contrast, in San Rafael or other areas in Marin, short term rentals may very well be negatively impacting the local rental housing market. Thank you, Josh Newman

December 31, 2022

[str@marincounty.org](mailto:str@marincounty.org)

Subject: Marin County STR

Dear STR Committee,

We own a home in Dillon Beach and would like to express our concerns about the short term rental moratorium. Dillon Beach is known as a beach community that has been a vacation destination for generations. Jobs (house cleaning maintenance etc.) are an important income for the full time residents of DB. Our local grocery store and restaurant is surviving because of people vacationing. Short term renters have never disturbed us and we like seeing other families enjoy the area. We have never had a noise issue, nor has any short term tenant shown anything but respect and friendliness.

We believe that Dillon Beach is not a place you can target as affordable living by shutting down short-term rentals. We do not believe many of those homes will turn into affordable living, but rather will sit vacant for most of the year. It would be a shame to take away an affordable vacation from families that have been doing this for years and also take away the livelihood of many of the residents.

Sincerely,

A handwritten signature in cursive script, appearing to read "Dorie and David Rivers". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

Dorie and David Rivers

**From:** [Sabrina Moyle](#)  
**To:** [STR](#)  
**Cc:** [Julian Abdey](#)  
**Subject:** Public comment re: Short Term Rental Moratorium in West Marin  
**Date:** Thursday, January 12, 2023 12:15:20 PM

---

You don't often get email from [sabrina@hellolucky.com](mailto:sabrina@hellolucky.com). [Learn why this is important](#)

To Whom it May Concern,

Our family is a long-time short-term renter in the Seadrift community in Stinson Beach, and we now own a home on Dipsea Road which we occasionally rent.

We believe the County will be making a grave mistake by having a Short Term Rental Moratorium apply unilaterally to West Marin, specifically to the area of Seadrift.

Seadrift is a unique vacation destination used by families with young children and for family reunions for generations. We ourselves began bringing our children here 13 years ago for family vacations, as it was an affordable, accessible way to vacation in the Bay Area.

The proposed moratorium will mean that the local families will no longer be able to access Seadrift for vacations and reunions, since they will need to be able to afford rent for 30 days or more.

If the moratorium goes into effect, property owners in Seadrift will likely simply leave their houses empty, thereby not creating any additional housing and taking away a meaningful, affordable, accessible vacation rental option for Bay Area families.

We sincerely hope that the county will re-consider the wisdom of the moratorium and explore other ways to create affordable housing supply.

Sincerely,

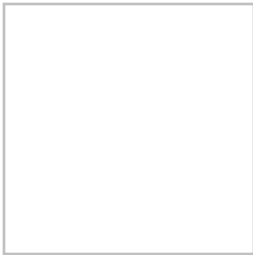
Sabrina Moyle  
155 Dipsea Road  
Stinson Beach, CA

--



[Adventures of Astrid and Stella](#), [Thanks a Ton!](#), [Halloween is a Treat!](#), & [Elf-Care Advent Calendar](#)





SABRINAMOYLE (she/her/hers)  
CO-FOUNDER+WRITER



[WWW.HELLOLUCKY.COM](http://WWW.HELLOLUCKY.COM)



**From:** [Axel Wefers](#)  
**To:** [STR](#)  
**Subject:** Feedback STRs in Almonte Neighborhood  
**Date:** Monday, January 16, 2023 3:35:21 PM

---

You don't often get email from awefers@icloud.com. [Learn why this is important](#)

Hi,

I joined the "Update on Short Term Rental Community Learning Sessions" for District 3 in December, unfortunately the meeting was derailed by West Marin residents. Apologies if this feedback comes a bit late, but as a resident of the Almonte neighborhood, I would like to share a few thoughts in regards to short term rentals, specifically in our neighborhood. In general, we are very disappointed that some hosts do not follow good neighborly behaviors and it makes us feel often abused, and I would appreciate stronger regulations in regards to STRs:

### **1. Street parking in the Almonte neighborhood is extremely limited.**

Observations:

- Hosts have their guests park on the street, sometimes guests arrive with multiple and very large sized SUVs/trucks. This takes away parking space for visitors of regular residents.
- We live on a private part of California Ave, and multiple times hosts from Harvard Ave (on street above on the hill) have been sending their STR guests to park on our street. There are only three street parking spots on this street.

Proposals:

- The permit application should require and document on property parking.
- If the STR boards to a private street, it should be a requirement that all residents of the private street approve the usage of a property as STR with the annual license renewal.

Rationale: The county is hands off with enforcement of parking violations in regards to non-county maintained roads, so as tax payers we expect better support from the county.

### **2. Waste Management**

Observation:

- We live right next to two STRs: One STR uses their backyard as exit for their guests. It has happened that guests from that place have dumped trash bags into our recycle cans on their way out. The other STR had multiple times problems with incorrectly sorted trash/recycle/paper. As a result, the refuse service provider leaves the non-emptied cans behind, often open, meaning that it can happen that waste is scattered over the street. This is concerning in regards to pests.

Proposal:

Waste issues should be aggressively managed with penalties (see point 5 below).

### **3. STR during fire season**

Concerns:

- Escape routes are tricky in Almonte, in case you are not aware: the SMFD does even organize dry runs once a year for neighborhoods. As an example, we had a STR guest next door. One direction of our street was temporarily closed due to a tree removal. The guest had no idea how to get out of the neighborhood.
- We have observed guests that were disposing cigarette/joint butts from the deck of the rental into the dry backyard of the rental.

Proposal:  
No STR usage during fire season.

#### **4. STR during Drought**

Observation:  
Professional establishments for tourists like motels or hotels, can ensure conscious water usage.

Proposal:  
No STR usage during drought.

#### **5. Penalties are too low.**

Observation:  
The penalties should be based on the rental fee and not a fixed amount.

Proposal:  
- First penalty: 1 day of gross rental income.  
- Second penalty: 3 days of gross rental income.  
- Final penalty: 5 days of gross rental income and loss of license.

#### **6. Disincentivize usage of primary residences as STR**

Observation:  
We are observing neighbors that are on and off using their entire primary property as a STR.

Proposals:  
- Limit the usage to 90 days as STR per year.  
- Limit the amount and density of STRs in neighborhoods, we live right next to two STRs, this is too much.  
- Probably out of your jurisdiction: Do not allow to classify a property that is being used as single unit STR as primary residence for tax purposes (ie no exemption on capital gains tax when selling the property).

So in summary, I would like to propose the following regulations for STRs in Almonte:

1. Require on-property parking.
2. If the STR is bordering to a private street, require the approval by all residents of that street.
3. No STR usage during fire season.

4. No STR usage during drought.
5. The current penalties for violations are too low.
6. Limit the usage to 90 days as STR.
7. Limit the amount/density of STRs in our neighborhood.
8. Probably out of your jurisdiction: Do not allow an active STR to be classified as primary residence, to avoid exemption on capital gains tax when selling the property.

Thank you,  
Axel

**From:** [Rodoni, Dennis](#)  
**To:** [STR](#)  
**Subject:** FW: concerns about STR restrictions  
**Date:** Tuesday, January 17, 2023 12:55:51 PM

---

Dennis Rodoni  
Supervisor 4th District  
Marin County Board of Supervisors  
3501 Civic Center Drive, Suite 329  
San Rafael CA 94903  
415-473-7331

Email Disclaimer: <https://www.marincounty.org/main/disclaimers>

---

**From:** adrienne <[avangorden@yahoo.com](mailto:avangorden@yahoo.com)>  
**Sent:** Tuesday, January 17, 2023 12:51 PM  
**To:** Rodoni, Dennis <[DRodoni@marincounty.org](mailto:DRodoni@marincounty.org)>  
**Subject:** concerns about STR restrictions

You don't often get email from [avangorden@yahoo.com](mailto:avangorden@yahoo.com). [Learn why this is important](#)

My family and I are long-term visitors to the Point Reyes Seashore. We have stayed multiple times in multiple VRBOs in the Inverness area, as well as occasional visitors to the couple of motels in the area. For a family of four with a dog, however, it is much more practical and enjoyable for us to get a VRBO short-term rental when we visit.

We live in Palo Alto, but Point Reyes is our home away from home. The time we have spent in the short-term rentals in the area have been some of the best times of our family life. Sometimes we invite friends up to stay with us as well, and we love introducing them to all that Point Reyes has to offer. We do most of our holiday shopping in Point Reyes, and most years I visit the open studios around Thanksgiving. We love Palace Market and Inverness Park Market. We have relationships with some property owners and we have years of history together that we very much value.

I am concerned that restrictions to the short term rentals in Marin County will negatively impact our ability to spend time in Point Reyes, and I very much do not want that to happen. We hope that you will consider not only the joyful memories that we have from our many family stays in STRs, but also the dollars that we spend, including the STR taxes, when we visit, and the fact that motel rooms often do not offer the space and kitchen needs that a family with children and a dog require.

Thank you in advance for considering our input.

Sincerely,  
Adrienne Van Gorden  
Palo Alto, CA  
650-823-6335

**From:** [Rodoni, Dennis](#)  
**To:** [STR](#)  
**Subject:** FW: STR West Marin  
**Date:** Wednesday, January 18, 2023 5:01:39 PM

---

Dennis Rodoni  
Supervisor 4th District  
Marin County Board of Supervisors  
3501 Civic Center Drive, Suite 329  
San Rafael CA 94903  
415-473-7331

Email Disclaimer: <https://www.marincounty.org/main/disclaimers>

---

**From:** Jane Gorai <janegorai@gmail.com>  
**Sent:** Wednesday, January 18, 2023 3:50 PM  
**To:** Rodoni, Dennis <DRodoni@marincounty.org>  
**Subject:** STR West Marin

You don't often get email from [janegorai@gmail.com](mailto:janegorai@gmail.com). [Learn why this is important](#)

We are writing regarding short term rentals in West Marin.

As Bay Area residents, we appreciate the concern about the impact of short-term rentals on housing availability with the ongoing housing crisis in our area.

As a long time user of STRs in West Marin, we hope that a lottery system further limiting the availability of lodging is not implemented.

Our family has enjoyed visiting the Point Reyes area since 1988. While we can not afford to buy a vacation home, we have truly appreciated access to the area through short term lodging. This has enabled us to enjoy Point Reyes National Seashore, Tomales Bay & Inverness and environs, and create many treasured memories with family and friends. As people of color, we have felt a family-like welcome from our hosts in West Marin and feel part of the communities there, even if just for a weekend.

West Marin is accessible as there is overnight lodging, as mandated by the Coastal Commission. Implementing a lottery will reduce the variety and availability of lodging options. We save our precious time and vacation dollars to spend locally in California. We eat in Marin restaurants, buy Marin made crafts and photographs, baked goods, produce, wine, meat, oysters and books. We pay our 14% transient occupancy tax on every stay, which supports community housing.

We support the licensing and regulation of STRs by the county, but please do not implement a lottery to reduce the availability of lodging or limit an owner's ability to provide flexible housing.

We hope that you take our experience into consideration as you move forward with the difficult task of balancing the various interests on this issue.

Yours truly,  
Jane Gorai & Don Ng  
San Francisco

**From:** [Audrey K](#)  
**To:** [STR](#)  
**Subject:** please allow ST rentals in W Marin  
**Date:** Wednesday, January 18, 2023 2:04:12 PM

---

You don't often get email from [audreyaced@gmail.com](mailto:audreyaced@gmail.com). [Learn why this is important](#)

Dear Marin County Supervisors and policy makers:

I am writing in support of allowing/reallowing ST rentals in the county.

Short-term rentals are important to the West Marin community. As homeowners, most of us were introduced to West Marin via vacation rentals. Few renters have the ability or money to rent for 31 days or more, thus leading to a steeper divide in the demographics of people that can afford to vacation in West Marin.

The short-term rental market is a major source of income for small businesses in West Marin; Grocery stores, restaurants, our local activity rentals (kayaks, bikes, surfboards, etc) let alone housecleaners, carpet cleaners, window washers and more. All these people depend on short-term rentals. Permanent full time residents of Stinson Beach homes do not tend to do activity rentals as they already own the equipment and do not need weekly cleaners and frequent repair vendors as are needed with short term rentals.

Many of us homeowners depend on the rental income to be able to afford our Stinson Beach homes. We purchased our home so we could enjoy Stinson Beach. Renting it out long term makes our own usage quite limited. Additionally, were we to rent long term, the monthly rent would not be considered affordable housing. The reality is many of these homes will sit empty or they will be sold to more wealthy homeowners who can afford the rental income and the local small businesses will suffer and possibly close.

Millions of dollars are collected in tax from short-term rentals (10% to County of Marin and 4% to West Marin services). Banning these rentals would eliminate this large amount of revenue that is collected each year.

While the intention of the ban is to allow for more affordable housing, please consider what the loss of the income from this tax would do to West Marin . West Marin has historically been more expensive due to it's proximity to San Francisco and its added beauty. You cannot change that, you can only exacerbate the situation by making it more exclusive for only those that can afford the month long rentals or more. Please think this through or at very least put it on the ballot.

Audrey Koh

Stinson Beach



**From:** [Rodoni, Dennis](#)  
**To:** [STR](#)  
**Cc:** [Kutter, Rhonda](#); [Barreto, Fernando](#)  
**Subject:** FW: STR Regulations  
**Date:** Saturday, January 21, 2023 8:58:34 AM

---

**From:** Dennis Rodoni <[djrodoni@gmail.com](mailto:djrodoni@gmail.com)>  
**Sent:** Saturday, January 21, 2023 8:19 AM  
**To:** Rodoni, Dennis <[DRodoni@marincounty.org](mailto:DRodoni@marincounty.org)>  
**Subject:** Fwd: STR Regulations

Sent from my iPhone

Begin forwarded message:

**From:** Dakota Whitney <[dakotawhitney@gmail.com](mailto:dakotawhitney@gmail.com)>  
**Date:** January 20, 2023 at 2:08:01 PM PST  
**To:** Dennis Rodoni <[djrodoni@gmail.com](mailto:djrodoni@gmail.com)>  
**Cc:** Angela Whitney <[angelapwhitney@gmail.com](mailto:angelapwhitney@gmail.com)>  
**Subject: STR Regulations**

Hi Dennis,

You may submit the following as my comment.

There appears to be a well-organized (and well-funded?) effort to oppose restrictions on short-term rentals in West Marin. I am concerned that this vocal minority will have an outsized impact on the regulation process. This concern has prompted me to share my opinion with you.

I support restrictions on short-term rentals in West Marin. I believe that the overall impact on our community from short term rentals has been negative by providing a financial incentive to people to buy second and third homes in West Marin with the intention of immediately making them into short-term rentals to defray their costs and to use as occasional getaways for themselves. It has also provided incentives to long-term owners to rent out their homes and second units as short term rentals rather than as long term rentals. This has three primary damaging effects: (1) it reduces the inventory of long-term rentals for those who live and work in our community; (2) it increases long-term rental prices; and (3) it drives up the cost of real estate and makes it virtually impossible for families who live and work in West Marin to buy homes here.

My family has felt the secondary negative effects of losing year-round residents and

workers to short-term visitors directly. Historically, local professionals, teachers, tradespeople, and laborers could afford to live and work here. When they move elsewhere (which has been happening with alarming and increasing regularity) our community suffers. The argument has been made that without short-term rentals the community will lose important goods and services. However, I believe the opposite to be true. Well before short term rentals became prevalent here, we actually had more grocery stores, restaurants, essential shops, tradespeople, and businesses that provided most everything that was needed for life here. Now there are no fewer than eleven gift shops in Point Reyes Station. While these shops are lovely, they are certainly not needed to sustain our community.

I want to be clear that overnight visitors are welcome and can stay in one of the hotels, motels, and inns in West Marin, which I don't believe are operating at capacity.

I must acknowledge that my family operates a short-term rental in a summer home that my grandparents built in 1950. We also provide a long-term (10+ years), affordable (<\$900 a month) rental unit to someone who has lived and worked in West Marin his entire life. This is the balance we have struck in order to keep the property in our family. That said, I favor regulations on short term rentals that encourage or require property owners to prioritize providing long term housing over short term rentals. If we have to give up our own short term rental as a consequence, so be it.

Thank you,

Dakota Whitney

**From:** [Amiel Kornel](#)  
**To:** [Rodoni, Dennis](#)  
**Cc:** [STR](#)  
**Subject:** Licensing of short-term rentals  
**Date:** Saturday, January 21, 2023 2:11:58 PM

---

Some people who received this message don't often get email from [amielkornel@gmail.com](mailto:amielkornel@gmail.com). [Learn why this is important](#)

Dear Supervisor Rodini,

We are writing to you to urge continued licensing of short-term rentals in your district.

While we live in San Francisco, the Point Reyes National Seashore has been our family's preferred destination for holidays and weekend getaways for the past 30 years. It is where we commune with nature, celebrate special moments, recover from difficult times, and generally recharge our batteries.

Part of the charm has been staying at the same rental – Mike Durrie's "Yvetot" on Inverness Ridge – since we discovered it many years ago. Staying in a private home allows us to cook for ourselves and enjoy the shared experience with friends and family in a way that would just not be possible if we stayed in a local motel. While our three daughters are grown up now, they continue to visit with their friends.

In addition to enjoying the natural beauty of the area, we patronize local restaurants, stores, and other businesses. We are also unofficial ambassadors, urging our Bay Area friends as well as out-of-town guests to visit Pt. Reyes.

We've always been thankful that the Coastal Commission mandated the County to make lodging available to visitors to the Point Reyes National Seashore. And we willingly pay the 14% Transient Occupancy Tax knowing that it benefits the community.

We sincerely hope that you will support continued licensing of short-term rentals!

Sincerely,  
Amiel and Catherine Kornel  
664 Elizabeth St., SF 94114

**From:** [Sandy Barger](#)  
**To:** [Rodoni, Dennis](#); [STR](#)  
**Cc:** [Rosemary Pickel](#); [Kris Lemon Pickel](#); [Cathy Pickel-Hicks](#); [Linda Martin](#); [John Arguelles](#)  
**Subject:** STR Ban would Adversely affect our property and the community  
**Date:** Sunday, January 22, 2023 1:20:26 PM

---

Some people who received this message don't often get email from [sandy.barger4@gmail.com](mailto:sandy.barger4@gmail.com). [Learn why this is important](#)

Hello. I am writing to let you know the potential ban on STR in Marin county would adversely affect our property at 117 Cypress, on the main street into the beach. If the ban was to take place, our house in this prime location would sit empty and fall into disrepair.

My parents bought the house over 40 years ago and we enjoyed it as a family until my father passed away. None of the kids currently live in the area and we are keeping the house knowing that some will eventually return. Until then, we rent the house, at a very reasonable rate, so people can access the beautiful Dillon's Beach and support the local economy. The money we earn from the rental we put right back into the house to keep it in good condition in the tough beach air environment - which we could not afford to do without the income from the rental.

Please help us keep Dillons Beach accessible to people and beautiful by preventing the short-term rental ban from going through.

Thank you for your consideration.

--

Sandy Barger  
818-331-0258

**From:** [lynda.balzan](mailto:lynda.balzan)  
**To:** [STR](#)  
**Subject:** Short term rentals in West Marin  
**Date:** Sunday, January 22, 2023 1:43:06 PM

---

You don't often get email from lbalzan@sbcglobal.net. [Learn why this is important](#)

We are writing this letter to express our concerns about implementing changes relative to short term rentals in Bolinas. We currently own property on the lagoon that has been in the family since the early 1900's. In order to pay taxes, flood insurance, earthquake insurance, homeowner insurance, and provide necessary regular maintenance to the property we, as retired individuals, need to rent it out on an occasional basis. In the past, we have adhered to all of the guidelines being imposed by the county relative to this issue. The families we have rented to are primarily local, love the area and have treated our house and the environment with care and respect. To restrict the rental of the property would also further restrict access to an area that is already limited.

Realistically, there will always be a shortage of housing in the Bolinas area given the limited infrastructure, availability of water, parking, and land for development. If you prohibit or strictly limit short term rentals, you will force some long term property owners who have been invested in the community for ages to sell the places which in all probability will be purchased by those with the means to use the property only as summer homes. This will in no means solve the problem and will further restrict access to visitors coming to beautiful West Marin.

In addition, we are also concerned about the individual rights of the homeowner. Pressure is often applied by a vociferous minority to influence politicians into making decisions that don't benefit the majority or take into consideration the full impact of the consequences.

In closing, we love the Bolinas area and would love to see access for all who want to use it. Unfortunately, because its limited geography, it is just not possible .....with or without short term rentals.

Lynda and Bob Balzan  
101 Wharf Road, Bolinas

**From:** [Loren Quaglieri](#)  
**To:** [Rodoni, Dennis](#); [STR](#)  
**Cc:** [scottegrooms@gmail.com](mailto:scottegrooms@gmail.com)  
**Subject:** Please support short term rentals in West Marin!  
**Date:** Sunday, January 22, 2023 3:22:55 PM

---

You don't often get email from [loren\\_quags@yahoo.com](mailto:loren_quags@yahoo.com). [Learn why this is important](#)

I own a vacation home located at 297 Seadrift in Stinson Beach. I have been on several county-led calls about the current STR moratorium and the impending updates. As a 25-year-long resident of Marin county and now a second homeowner in Seadrift I am very concerned about the potential limits that the county is trying to enforce on West Marin STRs.

For as long as I can remember, the GGNR and Stinson beach has been a favorite VACATION destination for locals coming from SF and the bay area. Since there are really no hotel lodging options for **families**, home rentals have been the primary way that people have been able to spend time in the park and enjoy the coast. For years we rented homes in Seadrift with other families and our children were able to enjoy the beach, grab lunches at Parkside and enjoy dinners at the Sand Dollar. Relatives could also come and rent houses so that we could enjoy family time together at this treasured destination. In 2020 we were fortunate enough to purchase a home in Seadrift so that we can continue our traditions. As you know, these homes come at quite an expense and many have not been updated since they were originally built in 1980. The cost to own and maintain these second homes is worth the expense to be able to enjoy the beach but is also made possible through supplemental rental income. These rentals are inside a private drive and overseen by an association and sit behind a manned security gate. When we purchased this house we factored in the rental income as a way to offset maintenance costs and or property taxes. We use the house plenty but when it is empty we opt to rent it out so others can enjoy the beach, spend money at the local shops and keep the economy strong in town. We pay an extra lodging tax above and beyond what the two small in-town hotels would have to pay for the right to rent our house out, benefiting the county. This extra tax money could/should be used by the county to fund additional housing that the state is asking them to provide. Instead, it feels like the county is trying to take our homes from us.

Stinson Beach is NOT an easy destination to get to and from. This location is not ideal for commuters who need to work and there is limited bus service to town. School-aged children would have to be driven over the hill and back every day, 5 days a week if they lived in Stinson, which would not be ideal for traffic flow or community building for those children whose peers would all live a minimum of 40 minutes away. I'm not sure why the county thinks that these multi-million dollar properties would add to the housing element that the state is being asked to make available. I would never own a second home with the plan to rent it out full-time and not be able to use it. The county would be much better served to build additional housing in corridors with better public transportation, closer to jobs and schools, and more cost-effective for the residents who will need to rent them.

Likewise, I am aware that certain west Marin residents are only able to own their primary home BECAUSE they STR a room in their house. Marin is an amazing place to call home. Regardless of income, it's expensive to live here. We have to do what we can to get by and make it work. If leveraging our real estate investments is one means of doing this, why should the county be able to take that away from us? Better yet, with the county's interference in the STR argument, our initial investments **WILL LOSE VALUE**. The county needs to find locations to purchase land and create the housing that is needed. West Marin STR are NOT the answer to the housing shortage and restricting STR in West Marin will NOT lead to an increase in available long-term rental housing but it will dramatically **cripple** the local community. It may cause us to have to sell our homes, it will decrease the value of the homes and it will detract from the dollars that are currently being distributed in the community (from the restaurants, stores, local cleaning crews, rental agencies, etc.).

We implore you to keep the historical access to West Marin and Stinson Beach as it has been for over 30 years. Let families rent homes so they can enjoy family vacations at the beach for a week or two each summer. Give locals a place to go for special occasions with their families. Keep the value of our homes intact and use our lodging taxes to fund new construction.

Thank you for your consideration,

Loren Quaglieri  
Mill Valley and Stinson Beach

**From:** [Meg Cadiz](#)  
**To:** [STR](#)  
**Subject:** Property Manager Letter  
**Date:** Sunday, January 22, 2023 3:24:39 PM

---

[You don't often get email from [meg.cadiz@gmail.com](mailto:meg.cadiz@gmail.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Dear County of Marin STR Committee:

I am a long time multi- generational Inverness home owner and STR property manager. My family has owned several vacation homes in Inverness since 1930. I became a full-time resident and home owner in 2000. I have extended family who are full-time residents of West Marin and who also have vacation homes and own and maintain several businesses in West Marin. I too am a small business owner and manage 14 homes in West Marin. I employ local tradesman; plumbers, electricians, septic services, contractors, house cleaners, landscapers and others. We buy locally and refer and recommend our local restaurants and businesses to all our guests. Last year our rental income contributed over \$100,000 in Transient Occupancy Tax.

My family is very active in the community, serving on the Chamber of Commerce board, nonprofit boards and we donate regularly to many nonprofits. My daughter is a graduate of Inverness and West Marin School. My husband and co-owner is a local general contractor and his family has also worked and lived in West Marin since 1960.

Suffice it to say, we have seen change in our town, but one thing has remained the same; the desire for tourists to visit the beautiful Point Reyes National Seashore. Another thing that has remained the same is the second homes that remain unoccupied most if not all of the year.

I started my business Coastal Properties Marin in 2012, in response to my friends and neighbors asking for help in maintaining their family homes. They asked for help in paying for upkeep and property taxes. We helped by offering visitors a place to affordably stay, create lasting memories and return again and again and perhaps find their forever home. My business also helps in the process of locals sort out their estates and clean houses on a regular basis for seniors and local residents. We even helped sell a home to a happy new business/home owner in Point Reyes.

I believe my contributions as an STR manager has added a valuable service to our community. I know our town, I pay taxes, I participate and I use all my local contacts to keep locals and businesses thriving. I am a good steward and ambassador of West Marin. I truly wish for my guests to have a magical experience. I and my team work very hard maintaining our properties, caring for our guests, caring for our owners and providing accurate and timely reports and payments to help support the County of Marin.

I and my fellow STR owners are extremely connected and care deeply about our special West Marin. We share information, look out for each other and our properties. We are part of our community. I take this role seriously and feel any further moratorium around STR should not be considered. We are an important and caring part of the past, present and future of West Marin.

Sincerely,  
Meg Cadiz  
Coastal Properties Marin



**From:** [Cynthia Gerlinger](#)  
**To:** [Rodoni, Dennis](#)  
**Cc:** [STR](#)  
**Subject:** My comments on the West Marin STR issue  
**Date:** Sunday, January 22, 2023 11:16:14 PM

---

You don't often get email from [cynthiagerlinger@me.com](mailto:cynthiagerlinger@me.com). [Learn why this is important](#)

Dear Supervisor Rodoni,

Thank you for your work and efforts in West Marin: for the protection of our environment around Tomales Bay, and for working with the community to balance housing and tourism in the area.

I am a low-income resident of Inverness Park working in the area for a local non-profit and also managing a few small properties that rent to tourists a few days a month. The properties are inherited family properties and the owners use it regularly (although the properties are not their primary residence). Occasional rental income the owners earn help pay taxes, my commission and maintenance on the property. These are not investment properties, they have been in the families for 2-3 generations and are important to these families, to me and enjoyed by our renters.

In addition to benefiting from the STR system by earning a commission on rentals, I also extend that financial benefit to locals who help clean, trim trees, repair plumbing and roofs, septic tank cleaning, etc.

I would like to see the encouragement of tourism in the area, vital for people that work and live here. I hope the County will not discourage tourism by making accommodations hard to find (via restricting STRs). I benefit directly from properties being rented via STR platforms. I know for a fact that "my" properties would sit vacant when the owners are not using if it wasn't for the STRs. In addition to employing me and other local help, the system allows the area to offer a place to stay for visitors who want to enjoy West Marin but do not necessarily want to live here. A benefit to all.

The area attracts like-minded, nature-oriented people who love being in a more rugged place, dealing with our unpaved streets, lack of cell coverage and other problems (benefits?!). If these tourists did not spend time (and their money) short-term renting these private properties, where would we house them? With the influx of tourists to the National Park, is Marin County going to steer the community to develop a large hotel? I hope not, it goes against the mindset of the area. But we need the tourists: to support the local economy and help owners maintain properties. We all benefit from their stay in private homes, continuing to maintain the setting as a semi-rural, low-profile area that we all love and others are attracted to.

I echo the feelings about lack of housing for lower income folks as myself (it took me 2 years to find reasonably priced rental). But there is also lack of housing and availability of housing in the area for non-low-income folks as well! This is actually a Bay Area-wide problem, with the high demand that drives prices up for rent and for purchase. STR-home owners are not the culprits here. There are just too many people (demand), tourists and residents (low and high-income) alike, elbowing each other for a place.

The tax dollars home owners contribute (property and the higher 14% TOT on rentals in West

Marin) supports the County efforts to mitigate some of the problems. The County is heavily penalizing STR-home owners when these home owners are actually contributing \$ to support the community. Tipping the balance heavily in favor of low-income housing won't solve the issue. I'm counting on you to strive for a more balanced approach, where everyone will help and benefit.

I thank you for taking this on!!  
Cynthia

.....  
cynthia gerlinger  
[cynthiagerlinger@me.com](mailto:cynthiagerlinger@me.com)  
+1415.706.1415

**From:** [Anna McDonnell](#)  
**To:** [STR](#); [Rodoni, Dennis](#)  
**Subject:** Short term rental policy  
**Date:** Monday, January 23, 2023 9:49:22 AM

---

[You don't often get email from [annamcdonnell@mac.com](mailto:annamcdonnell@mac.com). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Hello:

We bought a house, now our primary residence, in Inverness in December of 2021. We were planning to rent it on a short term basis when we travel in order to help with expenses and to allow others the opportunity to visit the beautiful place we are lucky enough to call home.

We were shocked and dismayed when we read about - too late - the draconian restrictions that were place on every kind of short term rental.

We don't see how limiting full-time residents' ability to rent their houses on an occasional basis would IN ANY WAY impact the availability of housing in West Marin.

The current restrictions have been painted with FAR too wide a brush. We certainly hope the newer policies will be significantly more nuanced.

In short, we would very much like to be able to rent our primary residence as we see fit.

All best,

Anna McDonnell and Sam Harper  
125 Camino del Mar  
Inverness, CA 94937  
310-592-3437

**From:** [Rodoni, Dennis](#)  
**To:** [Keith Offord](#); [STR](#)  
**Cc:** [Barreto, Fernando](#); [Kutter, Rhonda](#)  
**Subject:** RE: Short Term Rental Moratorium  
**Date:** Monday, January 23, 2023 10:23:59 AM

---

Keith, thanks for your comments. I will share them with the CDA team working on STR regulation.

Regards.

Dennis Rodoni

Supervisor 4th District  
Marin County Board of Supervisors  
3501 Civic Center Drive, Suite 329  
San Rafael CA 94903  
415-473-7331

Email Disclaimer: <https://www.marincounty.org/main/disclaimers>

---

**From:** Keith Offord <[keith@rossvalleyrealestate.com](mailto:keith@rossvalleyrealestate.com)>  
**Sent:** Monday, January 23, 2023 10:20 AM  
**To:** Rodoni, Dennis <[DRodoni@marincounty.org](mailto:DRodoni@marincounty.org)>  
**Subject:** Short Term Rental Moratorium

You don't often get email from [keith@rossvalleyrealestate.com](mailto:keith@rossvalleyrealestate.com). [Learn why this is important](#)

Dear Mr. Rodoni,

As a realtor, I'm sure you won't be surprised to hear that I am not a fan of the short term rental moratorium.

Over the last few years through my Zillow advertising, I have met hundreds of people who aspire to owning a home in West Marin, and while many have enough money to purchase second homes in the area, many can barely afford to buy, and need to purchase property with rental income potential in order to make their dream a reality. This seems to be especially true in San Geronimo Valley. Prospective buyers that I have met in the coastal areas such as Stinson, Bolinas or Dillon Beach tend to be looking for second homes & often have cash. But those in Woodacre, and the other smaller towns in the valley are usually hoping to be first time homebuyers.

What effect the ban on Short Term Rentals will have is going to have to be conjecture and even in the future it may be impossible to determine to what extent this factor will have had on the trajectory of the market - it will affect potential buyers decisions, if this leads to a softening of prices, who will that benefit? In coastal areas, I expect it will benefit the wealthy. Those who don't need to rely on the income from their property.

If, as I have heard the County is likely to make the moratorium permanent, I hope the reasoning will be clear and persuasive.

Thank you,

Keith Offord

Ross Valley Real Estate

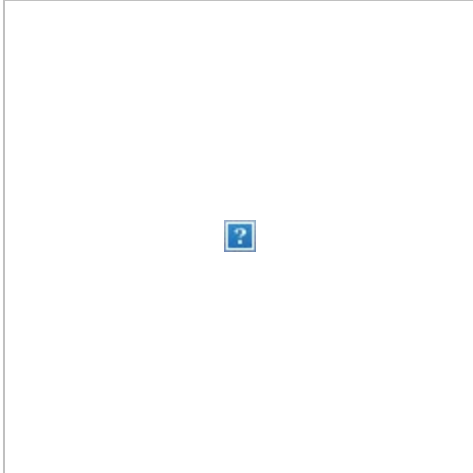
Tel: 415 342 4839

902 Sir Francis Drake Blvd (next to Peets)

San Anselmo, Ca.94960

[keith@rossvalleyrealestate.com](mailto:keith@rossvalleyrealestate.com)

[www.rossvalleyrealestate.com](http://www.rossvalleyrealestate.com)



**From:** [Rodoni, Dennis](#)  
**To:** [STR](#)  
**Cc:** [Barreto, Fernando](#); [Kutter, Rhonda](#)  
**Subject:** FW: Short-term rental comment  
**Date:** Monday, January 23, 2023 11:08:06 AM

---

Sent from my iPhone

Begin forwarded message:

**From:** Dennis Rodoni <[djrodoni@gmail.com](mailto:djrodoni@gmail.com)>  
**Date:** January 21, 2023 at 11:07:03 AM PST  
**To:** Dennis Rodoni <[drodoni@marincounty.org](mailto:drodoni@marincounty.org)>  
**Subject: Fwd: Short-term rental comment**

Sent from my iPhone

Begin forwarded message:

**From:** Angela Whitney <[angelapwhitney@gmail.com](mailto:angelapwhitney@gmail.com)>  
**Date:** January 21, 2023 at 9:12:00 AM PST  
**To:** Dennis Rodoni <[djrodoni@gmail.com](mailto:djrodoni@gmail.com)>  
**Subject: Re: Short-term rental comment**

Hi Dennis,

Yes, please submit this as my official comment. I have pasted below with minor corrections.

Thank you,  
Angela

I am writing to vocalize my views on the short-term rental moratorium and pending restrictions. Thank you for soliciting feedback and for considering the views of West Marin.

**In short, I am supportive of restrictions to short-term rentals in West Marin.** I believe restrictions could take a number of forms, not necessarily a flat out ban--creative solutions welcome--but I do think curbing the

unfettered short-term rental market is essential in protecting the livability of our community.

I am both a long-term renter in Point Reyes and part owner in a family property that we rent on a short-term basis. I am extremely grateful for the decision my landlady has made in choosing to rent her home to me and my husband, prioritizing community and access to housing over maximizing profitability. Likewise, I value that we are able to maintain our family property using income from short-term rentals; however, we would do what was necessary to keep the property if this option was no longer available to us.

I understand income from short-term rentals is critical for some homeowners struggling to keep their homes. However, I have observed that the ease of renting on a short-term basis has incentivized second and third home buying in recent years in West Marin. I don't believe the subsidy that short-term rental income provides non-residents is a legitimate reason to refrain from regulating these rentals. Over the past 6 or 7 years I have been in the market to buy a home in West Marin and therefore have followed the real estate market closely; I can think of less than five houses sold to full time residents (this is not precise but my point is that the number is very small); while I know at least two families who were evicted from long-term rentals who had to move out of state to afford homes (but I don't need to tell you about the housing and affordability crisis). I believe that curbing the incentive for people to buy vacation homes in West Marin will lead to more long-term housing.

I don't think regulating or eliminating short-term rentals is a silver bullet to fixing the housing shortages in West Marin, however, I do think it is part of a critical package, and without it, other solutions would seem hollow and or privileging the already highly privileged in our community.

Finally, I fear that the vocal minority on this issue--those opposed to restrictions--have the loudest voice, hopefully this letter helps counter some of their cries.

Many thanks for your consideration and for serving our community,  
Best,  
Angela

On Sat, Jan 21, 2023 at 8:20 AM Dennis Rodoni <[djrodoni@gmail.com](mailto:djrodoni@gmail.com)> wrote:

Thanks Angela , Can I share this with county staff as a comment on the STR regulations ? Since this is my personal email I wanted to ask

permission . DR

Sent from my iPhone

On Jan 20, 2023, at 10:47 AM, Angela Whitney  
<[angelapwhitney@gmail.com](mailto:angelapwhitney@gmail.com)> wrote:

Hi Dennis,

I hope you are well and enjoying the sunshine after weeks of rain.

I am writing to vocalize my views on the short-term rental moratorium and pending restrictions. Thank you for soliciting feedback and for considering the views of West Marin.

**In short, I am supportive of restrictions to short-term rentals in West Marin.** I believe restrictions could take a number of forms, not necessarily a flat out ban--creative solutions welcome--but I do think curbing the unfettered short-term rental market is essential in protecting the livability of our community.

I am both a long-term renter in Point Reyes and part owner in a family property that we rent on a short-term basis. I am extremely grateful for the decision my landlady has made in choosing to rent her home to me and my husband, prioritizing community and access to housing over maximizing profitability. Likewise, I value that we are able to maintain our family property using income from short-term rentals; however, we would do what was necessary to keep the property if this option was no longer available to us.

I understand income from short-term rentals is critical for some homeowners struggling to keep their homes. However, I have observed that the ease of renting on a short-term basis has incentivized second and third home buying in recent years in West Marin. I don't believe the subsidy that short-term rental income provides non-residents is a legitimate reason to refrain from regulating these rentals. Over the past 6 or 7 years I have been in the



market to buy a home in West Marin and therefore have followed the real estate market closely; I can think of less than five houses sold to full time residents (this is not precise but my point is that the number is very small); while I know at least two families who were evicted from long-term rentals who had to move out of state to afford homes (but I don't need to tell you about the housing and affordability crisis). I believe that curbing the incentive for people to buy vacation homes in West Marin will lead to more long-term housing.

I don't think regulating or eliminating short-term rentals is a silver bullet to fixing the housing shortages in West Marin, however, I do think it is part of a critical package, and without it, other solutions would seem hollow and or privileging the already highly privileged in our community.

Finally, I fear that the vocal minority on this issue--those opposed to restrictions--have the loudest voice, hopefully this letter helps counter some of their cries.

Many thanks for your consideration and for serving our community,

Best,  
Angela

--

Angela Whitney

--

Angela Whitney

**From:** [Graham Chisholm](#)  
**To:** [Rodoni, Dennis](#)  
**Cc:** [STR](#)  
**Subject:** West Marin Short-term Rental Policy  
**Date:** Monday, January 23, 2023 1:51:06 PM

---

Some people who received this message don't often get email from graham.chisholm@gmail.com. [Learn why this is important](#)

January 23, 2023

Supervisor Dennis Rodoni  
County of Marin  
3501 Civic Center Drive  
Room 329  
San Rafael, CA 94903

Sent Via Email

Dear Supervisor Rodoni,

As a homeowner in Point Reyes Station since 2000 I am writing to you to express my concern with the County initiative to either ban or greatly restrict short-term rentals in West Marin. I am a part-time resident in PRS due to my work, and while my co-owners and I do not rent out our home, I support keeping short-term rentals as an important option supporting our local economy and access to Point Reyes National Seashore.

To date, the County staff has not made a clear link between the lack of affordable housing and short-term rentals in our communities. Admittedly the barriers to creating and maintaining more affordable units are considerable, and while placing blame on speculators investing in short-term rentals may be convenient, I have yet to see evidence that this is a significant factor in West Marin.

One common argument holds, that without the short-term rental option those units will become available for long-term renters. While there may be exceptions, this seems like wishful thinking. In many cases, those who can only occupy their home part-time, want to be able to enjoy their home with family and friends when able. Renting it out full-time will preclude their ability to use the residence.

Short-term rentals serve an important community need, accommodating visitors who are important to our local businesses as well as paying an occupancy tax that helps with County priorities. Without the option of generating income from short-term rentals, some families may be in a position of needing to consider selling their property and losing their connection to the community. In that scenario, the home is mostly likely going to go to the highest bidder and not become an affordable housing unit.

Given the factor that Point Reyes Station, Inverness and Inverness Park are gateway communities to the national seashore, we need to consider how we can create a diversity of options for accommodating visitors. Short-term rentals are, and should be a part of that mix in order to ensure access to the coast. It is doubtful that there would be community support for a

hotel or inn that would add to the accommodations available, the long empty Grandi Building in downtown Point Reyes Station is an example of just how challenging it is to provide rooms for visitors.

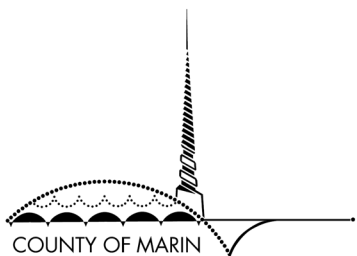
As you work with County staff on this issue, I would ask you to request that staff dig much deeper and look critically at data, especially from West Marin, prior to developing a final proposal regarding short-term rentals. I understand the challenge of accommodating conflicting perspectives on this issue and trust that you will seek a solution that is in the best long-term interest of the community and all those who visit and cherish Point Reyes National Seashore and our communities.

Sincerely,

Graham Chisholm  
7 Los Reyes Drive, PRS

--

Graham Chisholm  
c. +01-510-409-6603  
e. [graham.chisholm@gmail.com](mailto:graham.chisholm@gmail.com)



**MEMORANDUM**

**TO: Marin County Planning Commission**  
**FROM: Kathleen Kilgariff, Planner**  
**DATE: June 8, 2023**  
**RE: Short Term Rental (STR) Ordinance Update Workshop**

This memorandum provides additional correspondence received for the STR Workshop, which were received after the Staff Report was completed on June 1, 2023 and are included in the attachments in the following order:

1. Correspondence from Scott Miller, June 5, 2023
2. Correspondence from the Inverness Association, June 6, 2023
3. Correspondence from a group of West Marin residents, June 7, 2023
4. Correspondence from Michal Rosenoer, Hipcamp, June 7, 2023
5. Correspondence from Wendy Botwin, June 7, 2023
6. Correspondence from Ethan Okamura, June 7, 2023
7. Correspondence from a group of West Marin residents, June 8, 2023
8. Correspondence from the Point Reyes Village Association, June 8, 2023
9. Correspondence from Jayden Velarde, June 8, 2023

Scott Miller  
P.O. Box 145  
Dillon Beach, CA. 94929  
(707) 878-2167

June 5, 2023

Marin County Planning Commission  
3501 Civic Center Drive, Suite 308  
San Rafael, Ca. 94903



Re: STR Ordinance Update Workshop

Dear Commissioners,

The Staff report contains a lot of useful information and paints a fairly accurate picture of the situation. Job well done.

STR's have impacts, both good and bad. Sometimes too much of a good thing turns it bad. If my diet was 30% beer I would be very unhealthy. That's what STR's are doing to my community.

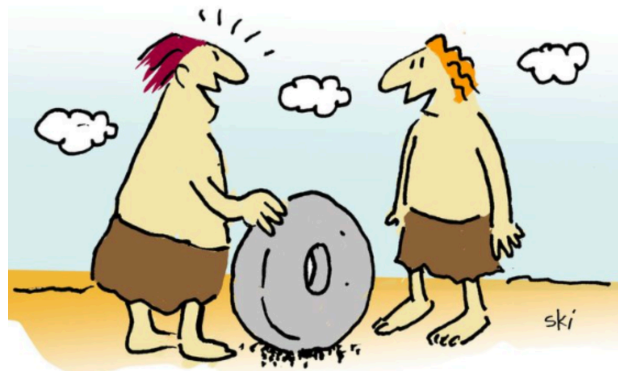
As the Staff report notes, time is of the essence. There are less than 12 months to get something finished and approved by the CCC. We can waste our time re-proving and re-inventing what is accepted fact and policy throughout the Coastal Zone, or we can get going.

We're aimed in the right direction, but over half the clock has run out. The City of Trinidad just completed a fine piece of machinery. If we draft behind them I think we can get to the finish line in time.

Thank you Ms. Kilgriff and Ms. Jones, and thank you Commissioners.

Sincerely,

Scott M.



***And the best part is, it's open source!***



Kathleen Kilgariff, planner  
County of Marin  
Community Development Agency

Inverness Association position on Short-Term Rental Restrictions, Adopted May 22nd, 2023

Kathleen:

The Inverness Association supports additional restrictions on short-term rentals in West Marin once the moratorium on short-term rentals is lifted. Further, the Inverness Association is supportive of restricting short-term rentals from operation by corporations and limiting the number of short-term rentals to one unit per homeowner.

This position is based on feedback the Inverness Association received from the Inverness community through a survey it conducted between March 3rd and April 1st 2023. The majority of the 336 respondents of the survey (80.3%) support either some restrictions (72.6%) or a total ban (7.7%) on short-term rentals. Of those in favor of restricting short-term rentals, 77.7% support banning corporations from operating short-term rentals, and 55.7% support limiting the number of rentals to one rental per homeowner.


Of the 336 survey respondents, 269 either live in Inverness and/or are homeowners in Inverness, of that subset, 186 respondents are full time residents of Inverness. Inverness residents and homeowners were even more supportive of restrictions than the overall survey population; however there wasn't always consensus on the types of restrictions that should be implemented.

The survey results are rich with detail and we recommend the County of Marin review the findings of the Inverness Association to inform its position on short-term rental restrictions in West Marin.

This position relates to short-term rentals as defined by the Country of Marin and not other types of lodging in Inverness.

A handwritten signature in black ink that reads "William Barrett". The signature is written in a cursive style with a long horizontal stroke at the end.


William Barrett, Board President  
Inverness Association



# Short Term Rental Opinion Survey Results

---

Inverness Association  
Spring 2023



# Summary

---

**336:** Number of total responses

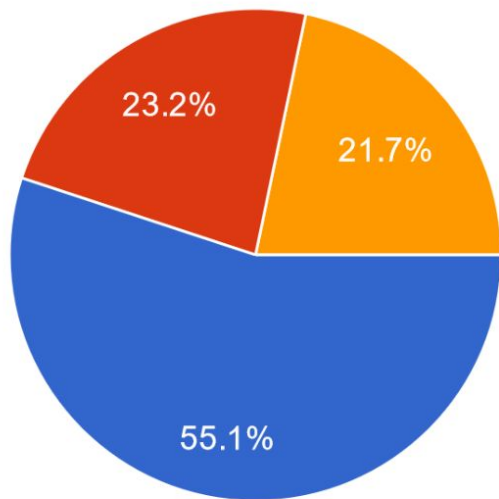
**269:** Responses from Inverness residents and homeowners

**186:** Responses from Inverness primary residents



## What is your relationship to the Inverness community?

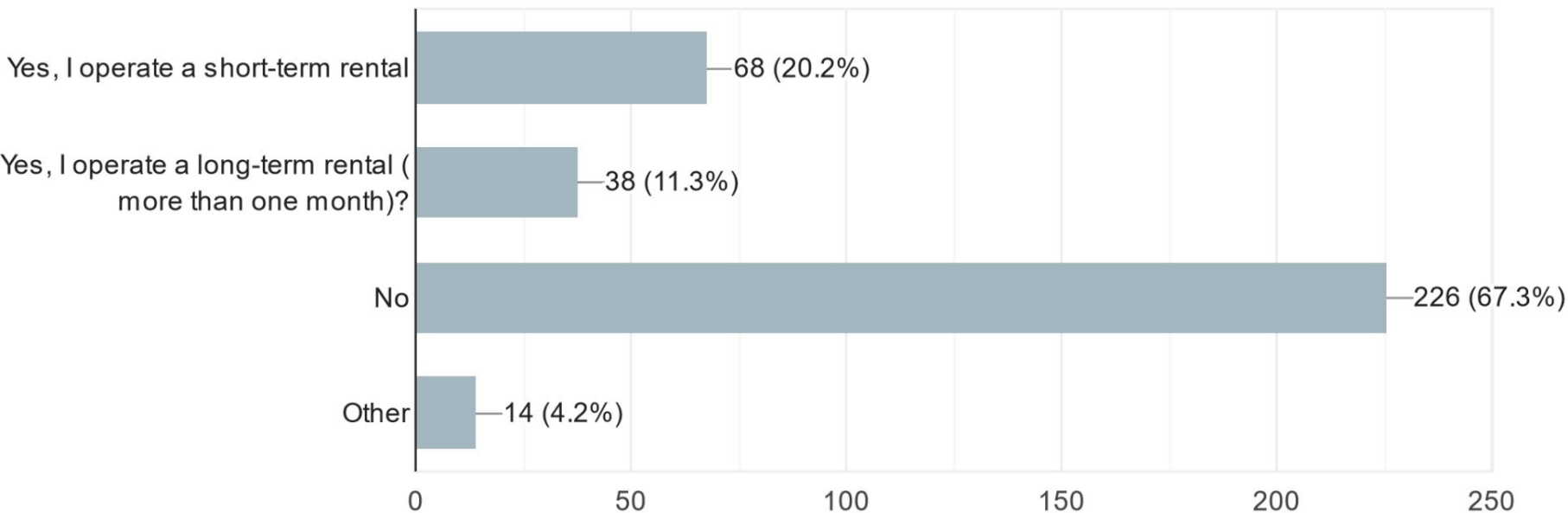
336 responses



- My primary residence is in Inverness
- I have a home in Inverness but it is not my primary residence
- Other

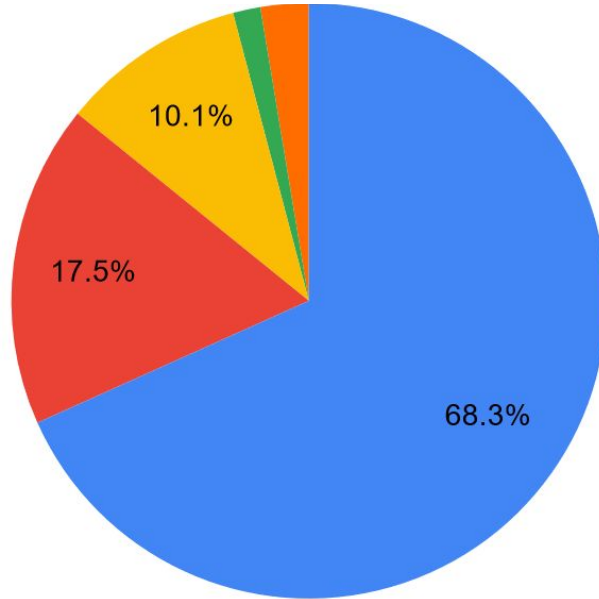
## Do you have a rental unit? (Check all that apply)

336 responses

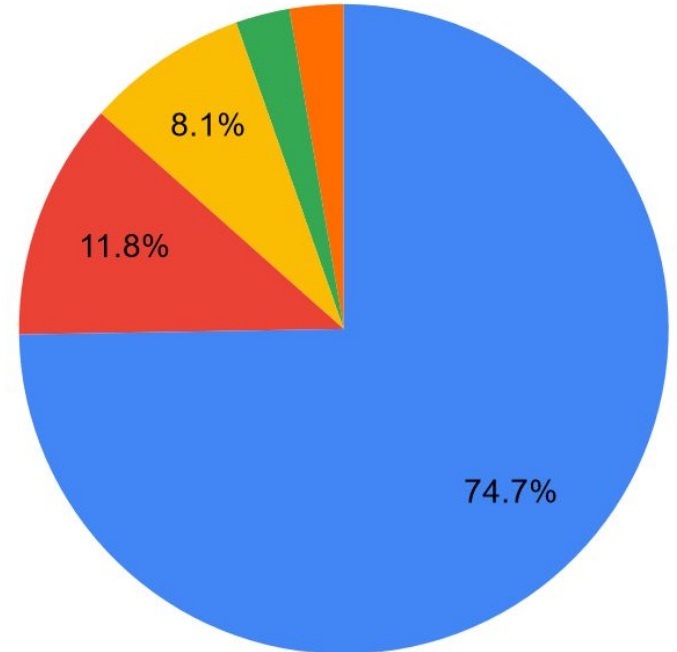


# Do you operate a rental unit?

Inverness Residents and Homeowners



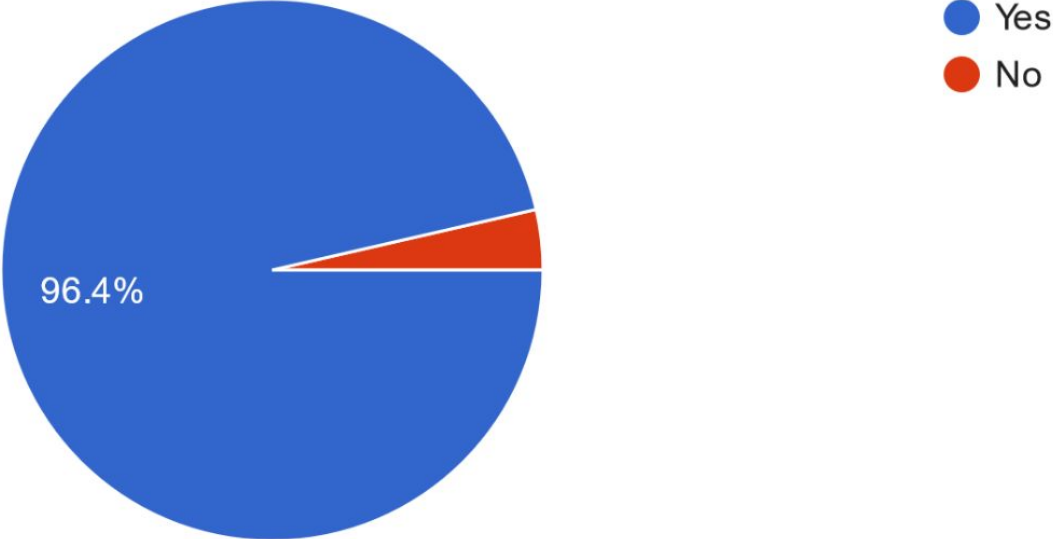
Primary Residents only



- No
- Operate an STR
- Operate a long-term rental
- Operate an STR and a long-term rental
- Other

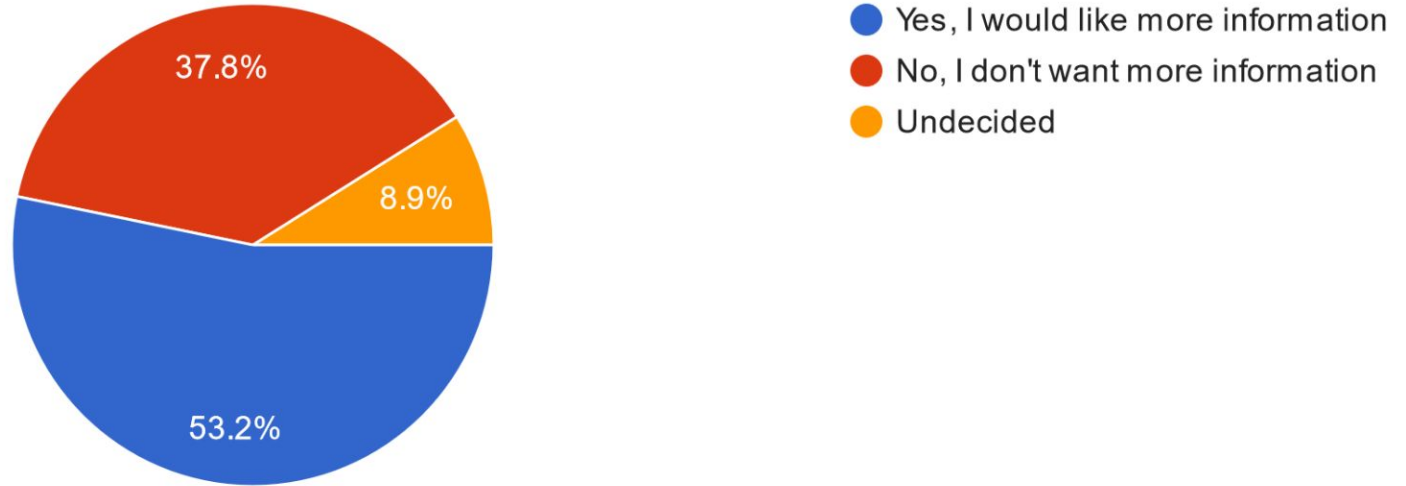
# Are you aware of the moratorium on short-term rentals in place in West Marin?

334 responses



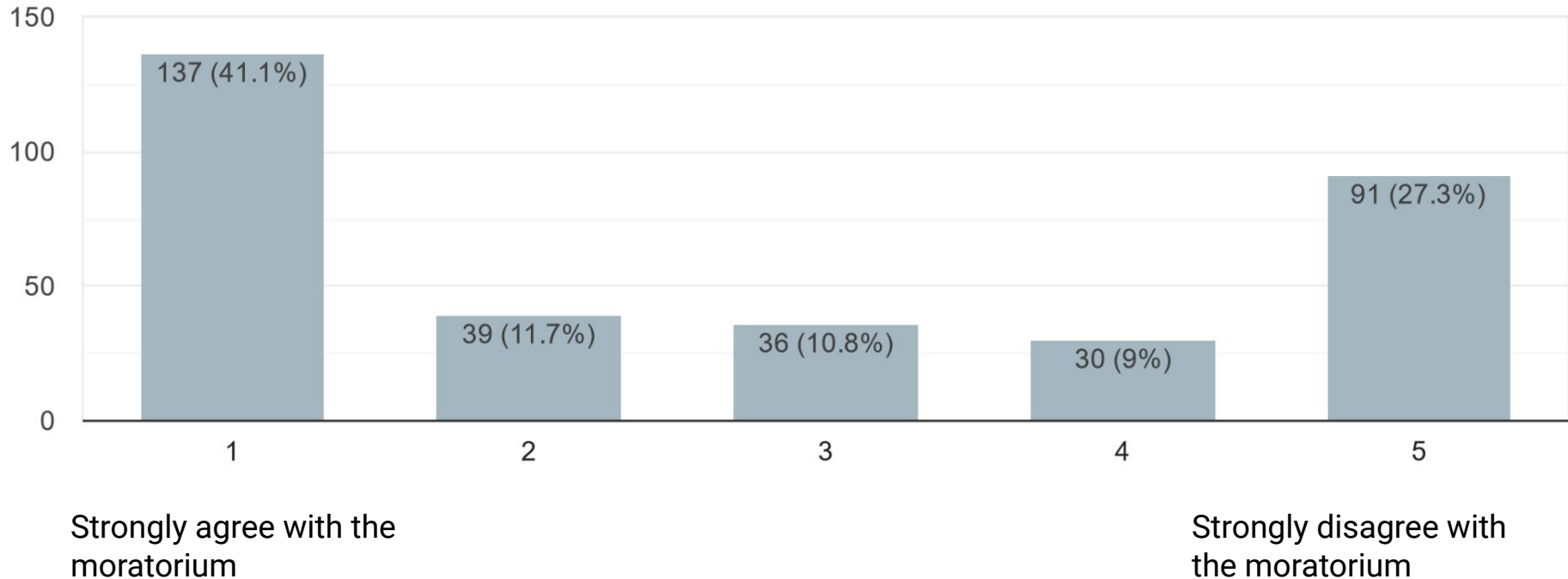
Would you like more information about the moratorium and future regulations on short term rentals in West Marin? You can sign up to receive information from the County of Marin here

325 responses



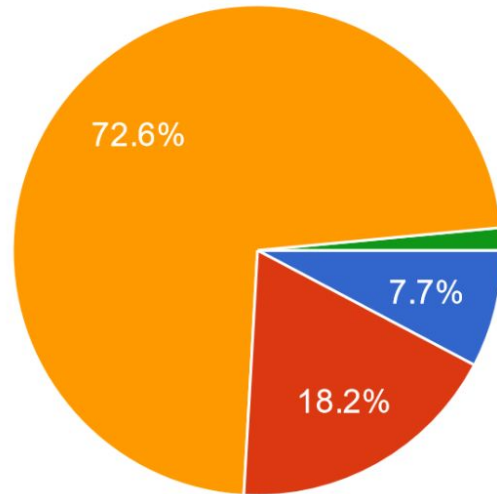
What is your view on the current moratorium, which keeps in place existing short-term rentals but does not permit new short-term rentals? The moratorium is scheduled to last through May-2024.

333 responses



Once the moratorium expires in 2024, the County of Marin may decide to issue new restrictions on short-term rentals. What best matches your views on future restrictions?

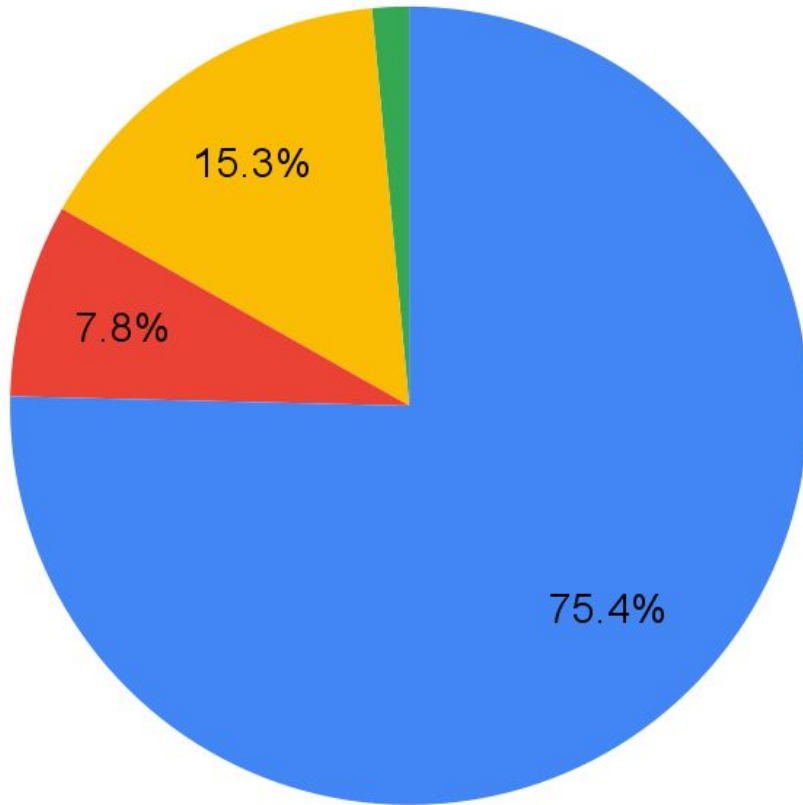
336 responses



- All short-term rentals should be banned including existing short-term rentals
- There should be no restrictions on short-term rentals
- There should be some restrictions on short-term rentals
- I'm not sure

# What best matches your views on future restrictions on STRs?

Inverness Residents and Homeowners



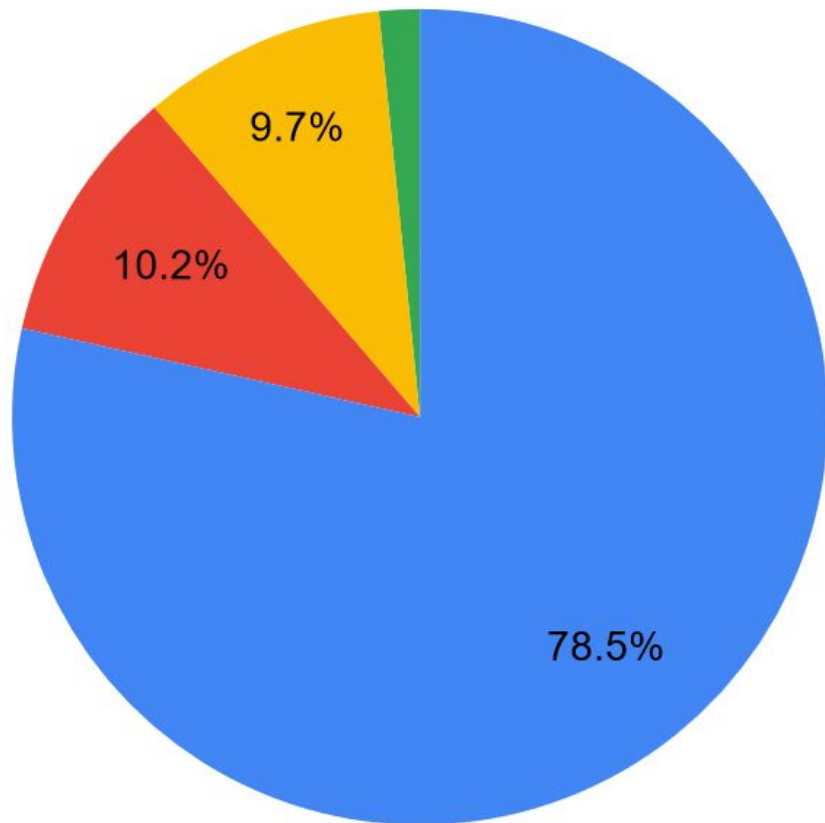
- There should be some restrictions on short-term rentals
- All short-term rentals should be banned including existing short-term rentals
- There should be no restrictions on short-term rentals
- I'm not sure

**83.2%** of Inverness Residents and Homeowners think there should be at least some restrictions on STRs



# What best matches your views on future restrictions on STRs?

Inverness Residents Only

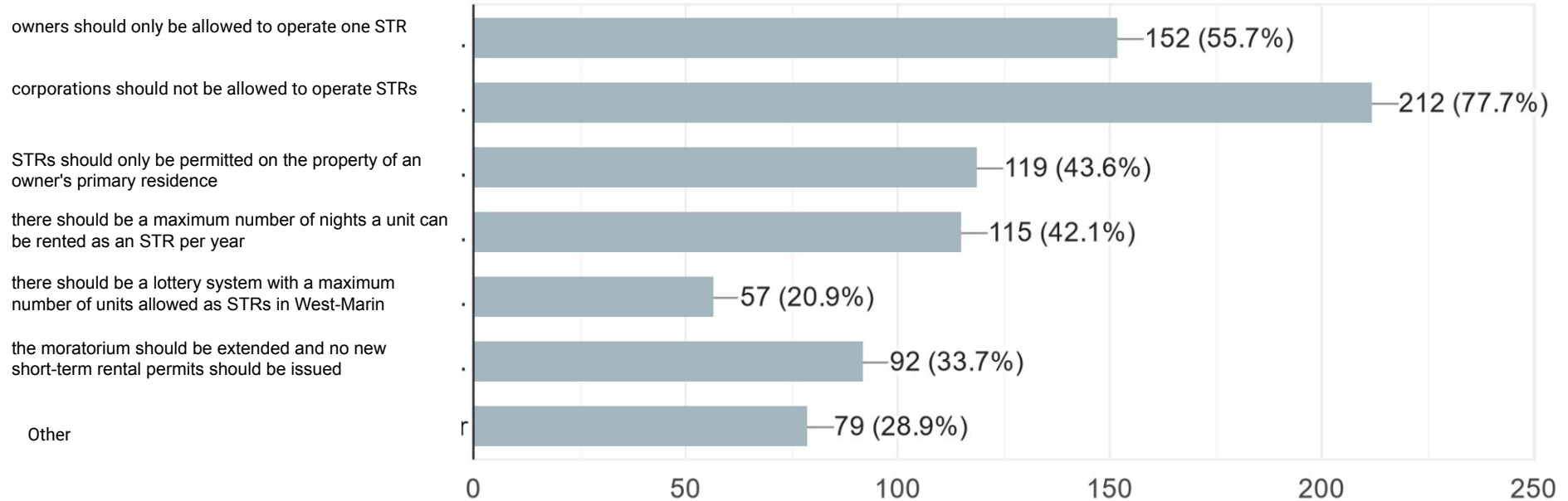


- There should be some restrictions on short-term rentals
- All short-term rentals should be banned including existing short-term rentals
- There should be no restrictions on short-term rentals
- I'm not sure

**88.7%** of Inverness primary residents think there should be at least some restrictions on STRs

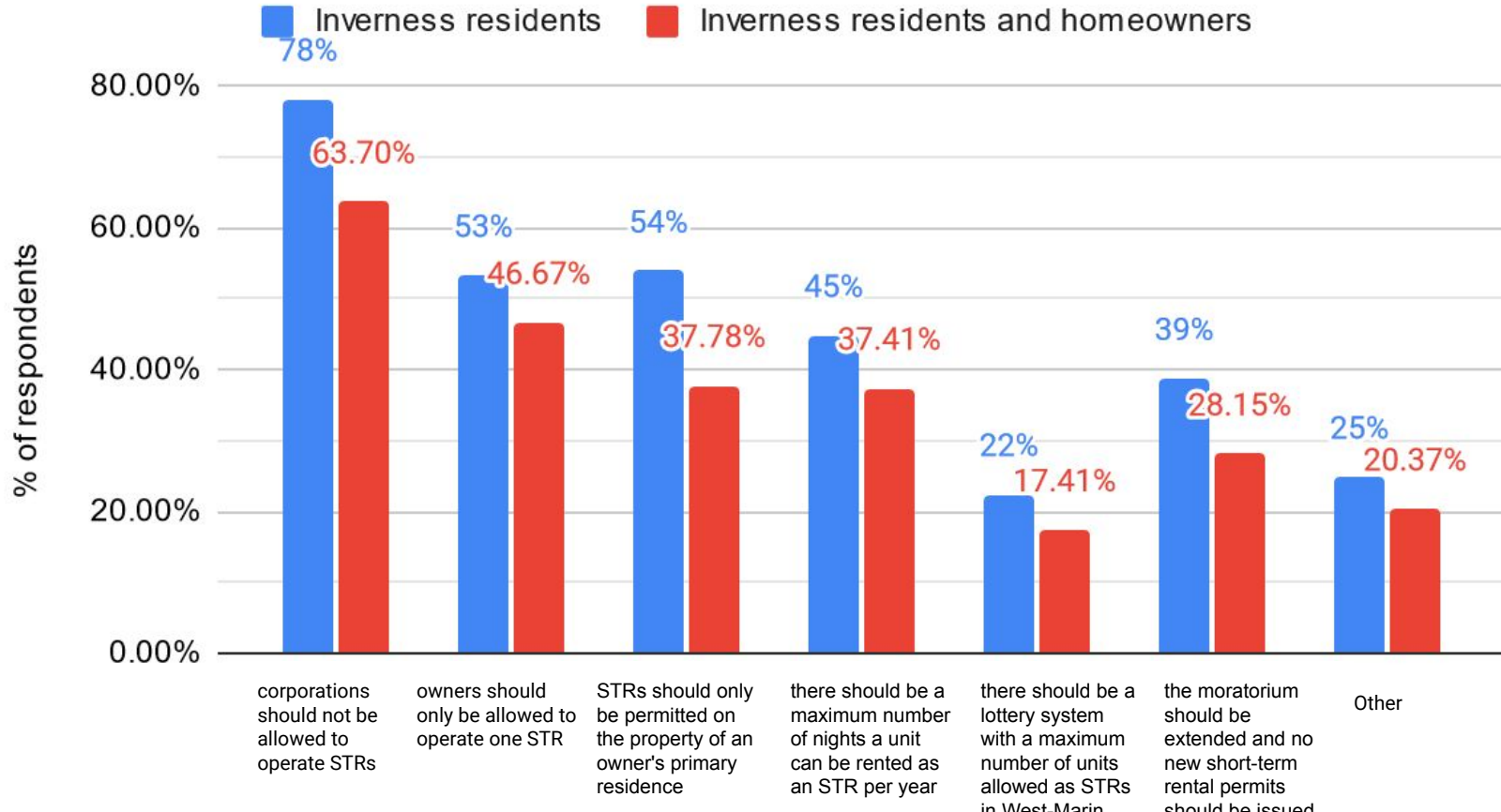
If you checked the "there should be some restrictions on short-term rentals" on the previous question, **What types of restrictions are you interested in seeing** (check all that apply)

273 responses



# What type of restrictions would you like to see?

A comparison of residents only and residents plus homeowners



## Summary of answers to the question: If you answered "Other" above please list other restrictions you think the County should consider:

- Enforcement of existing rules: Many respondents suggested that the county should enforce existing rules and regulations, particularly those related to noise and other disturbances. This includes ensuring that all rentals are licensed and follow neighborhood-friendly noise restrictions.
- Consideration of environmental impact: Some respondents highlighted the need for the county to consider the environmental impact of short-term rentals, particularly in relation to water usage and the overall health of the community.
- Restrictions based on income: A few respondents suggested that the county should implement an income-based system for short-term rentals, where eligibility to engage in short-term renting is based on need rather than simply a desire to increase income.
- Limit on number of short-term rentals: Several respondents suggested that there should be a limit on the number of short-term rentals that an individual or corporation can operate. This could help to prevent people from buying up properties solely to list them as short-term rentals.

# Summary of other restrictions continued

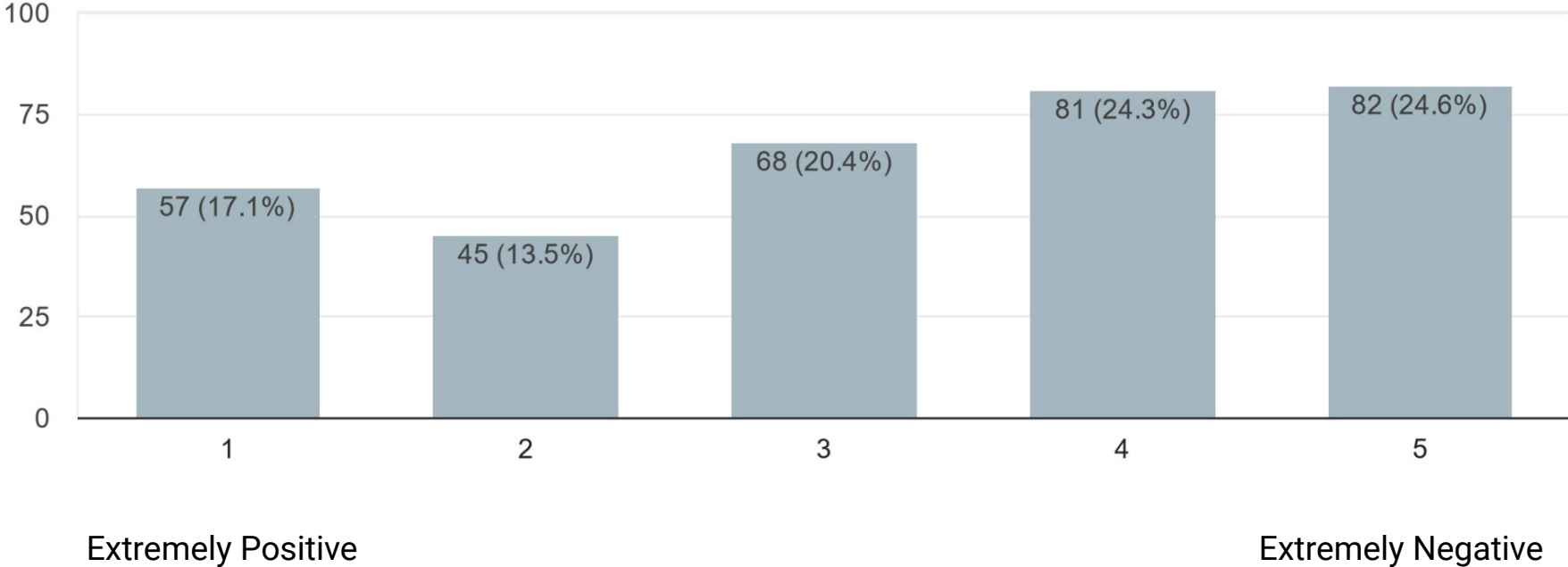
---

- Notification and grievance process: Some respondents suggested that neighbors should be notified of short-term rentals in their area and that there should be a public grievance process in case a short-term rental becomes a nuisance.
- Taxation: A few respondents suggested that short-term rentals should be taxed, with the revenue used to support community services or affordable housing initiatives.
- Owner occupancy: Some respondents suggested that short-term rentals should only be permitted if the owner is living on the property or if there is a full-time property tenant.
- These are just some of the main ideas and suggestions that were mentioned. It's clear that there are a variety of opinions on this issue, and any decisions made by the county will need to take into account a wide range of factors and perspectives.



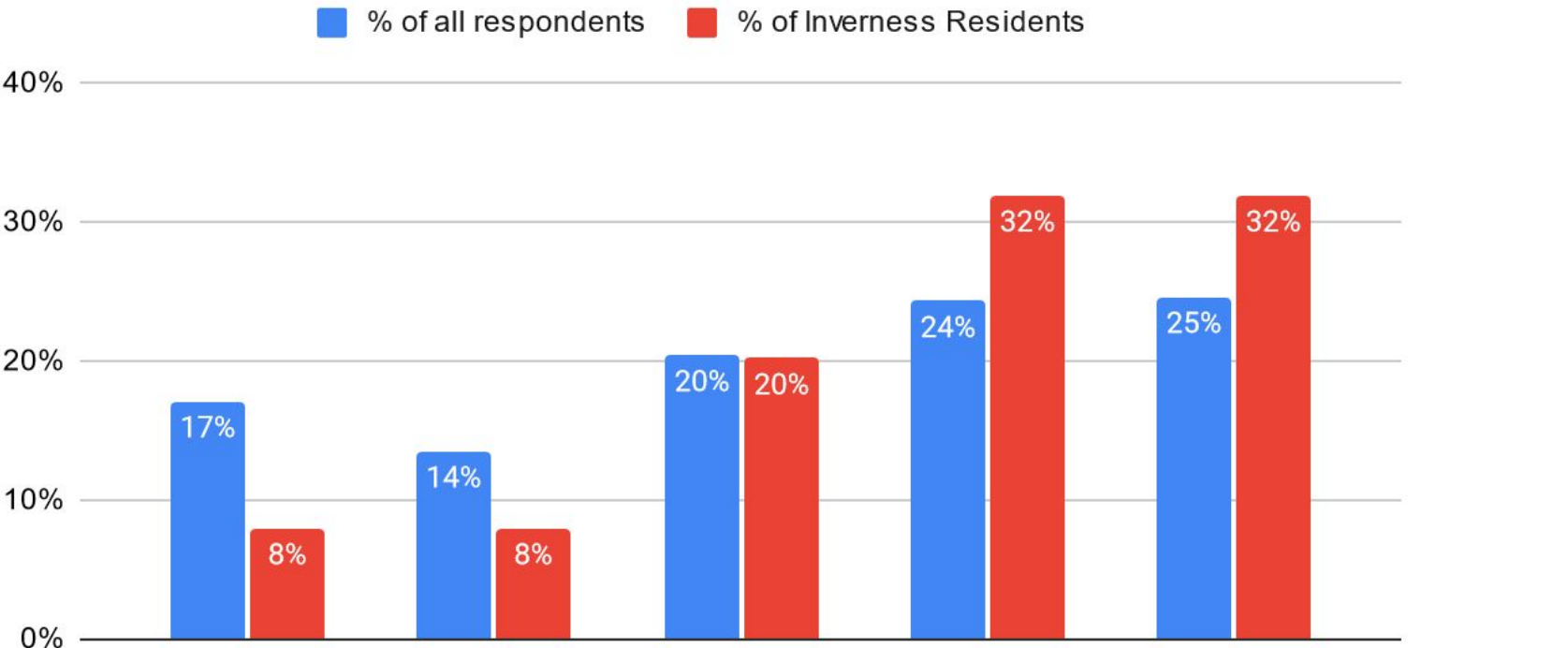
# What do you think the impacts of short-term rentals are on the community of Inverness?

333 responses



# What do you think the impacts of short-term rentals are on the community of Inverness?

Comparison of all responses to responses from Inverness residents



**64%** of primary residents think STRs are having a negative or extremely negative impact on Inverness



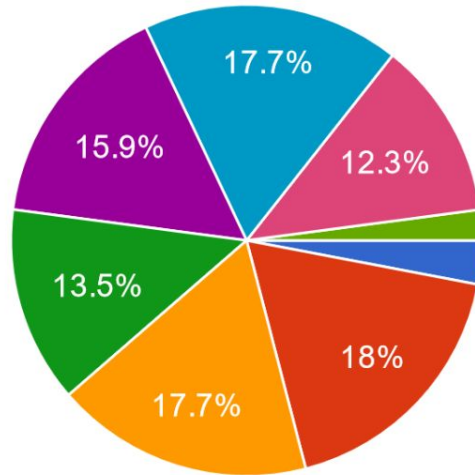
# In your opinion, what is the biggest effect (positive or negative) of short-term rentals on Inverness?

336 responses



## What do you think is the second biggest effect?

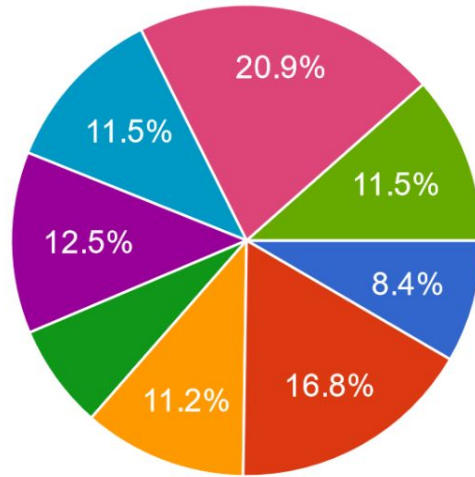
334 responses



- Conflict with residential zoning
- Drive up the cost of housing
- Provide economic benefit for local businesses
- Provide economic benefit for short-term rental homeowners
- Reduce long-term housing stock
- Provide lodging for visitors
- Strain local utilities and resources (water, electricity, etc.)
- Other

# What do you think is the third biggest effect?

321 responses



- Reduce the long-term housing stock
- Provide economic benefit for short-term rental homeowners
- Provide lodging for visitors
- Conflict with residential zoning
- Drive up the cost of housing
- Provide economic benefit for local businesses
- Strain local utilities and resources (water, electricity, etc.)
- Other

# Summary of answers to the question 'Do you think there are other effects short-term rentals have? Please list them below':

---

- Noise and disruption: Short-term renters, particularly those on holidays, create noise and disruption, especially if they stay up late or host parties.
- Loss of community feel: If there are too many short-term rentals in one area, it leads to a loss of a sense of community.
- Increase in property prices: Short-term rentals potentially drive up property prices, making it difficult for locals to purchase homes.
- Lack of long-term rental properties: The prevalence of short-term rentals leads to a shortage of long-term rental properties available for locals.
- Lack of housing for locals: This is the most frequently mentioned concern. The conversion of properties into short-term rentals reduces the housing stock available for local residents.



Summary of answers to the question 'Is there anything else you would like to share with the IA about short-term rentals in Inverness and/or the role that the IA should play?' was broken into two categories:

---

1. 'Is there anything else you would like to share with the IA about short-term rentals in Inverness?'

Community Impact: Many respondents seem to be concerned about the impact of short-term rentals (STRs) on the local community in Inverness. They frequently mention words like 'community', 'home', and 'local', suggesting that they view STRs as a community issue. They are concerned about how STRs are changing the character of their community, and/or about issues such as noise or disruption caused by STRs.

# Anything else to share with the IA continued

---

Housing Issues: The frequent mention of 'housing' suggests that many respondents are concerned about how STRs are affecting the housing market in Inverness. They may be worried that STRs are reducing the availability of long-term housing, driving up rents, or making it harder for local people to find homes.

As for outliers or strong opinions, these would be harder to identify from the topic modeling results alone. However, it should be noted that there are some respondents who feel strongly about these issues, either in favor of STRs (for example, because they provide a source of income or support the local tourism industry) or against them (for example, because they disrupt local communities or exacerbate housing shortages).

## 2. What role if any should the IA play (in this issue).

---

While the exact role that respondents want the IA to play is not directly clear from the topic modeling results, the emphasis on community and housing issues suggests that respondents may want the IA to take an active role in managing the impact of STRs on these areas. This could potentially involve regulating STRs, ensuring that they do not negatively affect the availability of local housing, and addressing any issues that STRs may cause within the community.

Regulation and Oversight: Given the concerns about the impact of STRs on the community and housing, respondents may want the IA to oversee the STR issue more closely. This could involve setting rules about who can offer STRs, where and when they can be offered, and how they should be managed to minimize disruption to the community.



# Role of IA continued

---

Community Engagement: The frequent mention of 'community' suggests that respondents may want the IA to engage more with the local community on the issue of STRs. This could involve consulting with residents, holding public meetings, or conducting surveys to understand the community's concerns and ideas.

Housing Advocacy: If respondents are concerned about the impact of STRs on housing availability and affordability, they may want the IA to advocate for policies that protect the local housing market. This could involve measures to ensure that STRs don't take up too much of the housing supply, or policies to support affordable housing.

Support for STR Operators: On the other hand, if some respondents are STR operators themselves, they may want the IA to provide support and resources for running STRs responsibly. This could involve providing information on regulations, offering training or advice, or advocating for STR operators' interests.



# Methodology

---

## Survey development and distribution:

- The survey was designed and distributed by the Inverness Association board of directors. It was created using Google Forms. One of the reasons the IA used Google forms is because respondents can translate the form into any language making it accessible to anyone with a computer.
- The survey was distributed via email to IPUD customers, through Inverness emergency listserv, it was posted in the Inverness Library and Post Office and a notice was published in the Point Reyes Light.
- The Survey was open from March 3rd through April 1st.

## Survey participation:

- The Survey was open to everyone ,with a particular emphasis on getting responses from the “Inverness Community” in the many ways that can be defined including residents, homeowners, people who work in Inverness and other people who have an interest in Inverness.
- The survey received responses from 336 respondents; 269 of which self identified as either homeowners and or full time residents of Inverness; of those, 186 self identified as primary residents of Inverness. In the analysis “Inverness Residents” refers to this subset of primary residents of Inverness.

# Methodology continued

---

Analysis: For analysis of the quantitative data, or check box questions, the analysis in this report shows summaries from all respondents. For some questions, responses have been further analyzed by respondent type (Inverness residents and homeowner, and primary residents of Inverness).

Quantitative: The majority of the quantitative analysis was completed through the Google Forms application. For analysis that splits out and compares responses, Excel was used to sort data and create charts.

Qualitative: To analyze the open ended survey questions, data was analyzed using Noteable, a computational notebook that allows users to build data-driven documents using code, UI, & fully automatic features like Data Prism to generate visual insights and summaries from the survey. Topic Modeling was used to provide a summary of the responses. Word Cloud (also called tag cloud or weighted list) generated the visual representation of the text data. Words are usually single words, and the importance of each, or number of times it was used, is shown with font size.

All written responses have been anonymously shared with County of Marin staff.

Survey design and analysis: Angela Whitney and Alex Porrata

For any questions please contact [president@invernessassociation.org](mailto:president@invernessassociation.org)

**From:** [Leila Monroe](#)  
**To:** [STR](#)  
**Cc:** [David Kimball](#); [Chris Harrington](#); [Harriet Moss](#); [Susan Scott](#); [Don Smith](#); [Andrew Zlot](#); [eoinmcmillan@gmail.com](mailto:eoinmcmillan@gmail.com); [Maureen Cornelia](#); [Jorge Martinez](#); [Rodoni, Dennis](#)  
**Subject:** Topline STR Policy Requests from West Marin Residents for Housing  
**Date:** Wednesday, June 7, 2023 1:25:27 PM  
**Attachments:** [Pro-STR Regulation Topline Requests\\_6\\_7\\_23.pdf](#)

---

Dear Planning Commissioners & Staff,

I am writing to submit Short Term Rental (STR) policy proposals (attached and below), on behalf of a group of West Marin residents, business people and civically active community members strongly in support of fair and balanced regulation of STRs.

To prepare the attached STR policy proposals, we conducted extensive research into STR regulations enacted in other California Coastal jurisdictions and beyond. We also have had informational dialogue with Kathleen Kilgariff, Leslie Lacko, and Supervisor Dennis Rodoni to ensure that we understand the approach, research, questions and concerns to be addressed in this regulatory process.

You will find that we have also placed these proposals on a new website, <http://westmarinresidentsforhousing.org/>

We respectfully request that Commissioners and Staff incorporate these policy elements into the regulatory approach.

Sincerely,

Leila Monroe, Bolinas  
David Kimball, Bolinas  
Don Smith, Bolinas  
Eoin McMillan, Bolinas  
Chris Harrington, Stinson Beach  
Harriet Moss, Stinson Beach  
Susan Scott, Inverness  
Maureen Cornelia, Inverness  
Andrew Zlot, Point Reyes Station  
Jorge Martinez, Point Reyes Station

CC: Supervisor Dennis Rodoni

**West Marin Pro-Short Term Rental Regulation Priority Proposals  
from the West Marin Residents for Housing**

Preamble

We are a group of West Marin residents, business people and civically active community

members concerned that Short Term Rentals (STRs) are not being sufficiently or fairly regulated. We acknowledge that STRs, coupled with commercially licensed hotels/motels, provide important access for coastal visitors. Yet over the past decade, we have seen our residential neighborhoods become progressively “hollowed out” by the acceleration and commercialization of STR activity. STRs have contributed to the escalating real estate prices, to speculation by property investors and to the decreasing availability of full-time rentals for local workers, families and seniors. Indeed, the California Coastal Commission has “recognized a need to restrict STRs in some coastal communities where evidence showed that the STR market is having impacts on coastal resources, or even was significantly impacting the availability of housing.”<sup>1</sup> Other communities throughout California and around the Country have enacted much stricter regulations that have been effective and have withstood legal challenges. It's time for Marin County to do the same.

We applaud the efforts of Supervisor Dennis Rodoni and the County Community Development Agency (CDA) staff to research and prepare thoughtful, effective regulations of STR operations in West Marin. We are grateful to County Planner Kathleen Kilgariff and CDA staff for their efforts to thoroughly analyze STR regulatory programs in various California, U.S. and international jurisdictions, with particular attention to programs that have proven effective and legally defensible in jurisdictions analogous to ours, in particular the California Coastal Zone. As the County’s public process unfolds to present new STR regulations, we believe it is critical that all voices be heard, most importantly those community members who depend upon the availability of secure rental housing.

### Proposed Regulations

These elements we consider to be essential to an equitable and effective STR Regulatory Program:

1. Guest space rented by a Primary Homeowner who is in residence during the rental, and whose space has fewer amenities than would qualify it as an Accessory Dwelling Unit (ADU) or a Junior Accessory Dwelling Unit (JADU), is instead defined as a traditional “Bed-and-Breakfast” rental and is exempt from this regulatory program.
2. All STR operators must obtain a County License that must be re-applied for every 2 years, with renewal subject to compliance with all Program elements, payment of all Transient Occupancy Tax (TOT) due, minimal complaint history, and the village’s cap discussed below.
3. License acquisition and renewal requires compliance with all health-and-safety building codes (such as for septic, fire, water, electrical, and plumbing), which are already enforced for motel, hotel and inn licensing. The County could consider a low-interest, long-term loan program, designated for low-income Primary homeowners, to support buildings coming into compliance, e.g. as with the Bolinas septic-upgrade program. A Safe Harbor

provision could be included in the regulations, modeled in part on the County's Solar energy permitting approach, whereby applicants will not be penalized for attempting to come into compliance with these provisions.

4. There will be a cap set on the number of licenses issued to each village, informed both by historical use and by current demand for affordable housing, especially affordable workforce and senior housing. Other licensing requirements should be the same for all villages. There are many examples of caps being implemented, see below: they may be constructed legally, according to the Coastal Commission, and they have survived Takings challenges.

5. To incentivize the creation of new long-term housing, an exception to the cap could be granted for property-owner's building or converting a new (J)ADU if either that unit or main house is thenceforth rented long-term.

6. Priority for issuing licenses shall be given to those for which a full-time resident lives on-site. Prioritization could also be considered for those that are longest-operating and for lowest-cost STRs. Cost could be defined as cost/night per person of advertised occupancy.

7. Licensees must be the property owners and a Natural Person as legally defined. STR operation by property-owners who are LLCs, investor or time-share groups, or consortiums of any kind should be prohibited.

8. Only one STR unit should be issued per licensee, Countywide.

9. For Unhosted STRs, licensees must designate a Manager who is a legally defined Natural Person and who is on call during the entire rental period to respond within ½ hour to any tenant or neighbor issues. If the Manager is not a resident of the STR, then the Manager should be a licensed real estate broker, or an individual with demonstrated expertise in the STR regulation and located in West Marin.

10. The County should earmark funds from the STR Licensing and TOT revenue to provide sufficient funds for enforcement of these regulations.

11. Once implemented, Data should be collected on STR operations to monitor the impact of the program and progressively improve it.

#### **Endnotes**

1. California Coastal Commission, Summary of Staff Recommendation, Re. City of Half Moon Bay LCP Amendment Number LCP-2-HMB-21-0078-2 (Short Term Rentals and Home Occupations) Prepared February 24, 2023 for March 8, 2023 Hearing, at 15, available at: <https://www.coastal.ca.gov/meetings/agenda/#/2023/3> See Staff Report discussion of examples of the range of STR LCP amendments approved by the Commission including:

- The City of Santa Cruz STR ordinance that significantly restricted STRs in 2018 (City of Santa Cruz LCP

Amendment LCP 3-STC-17-0073-2-Part B, available at:

<https://documents.coastal.ca.gov/reports/2018/4/w20a/w20a-4-2018-report.pdf>);

- The City of Dana Point’s STR provisions, approved in 2022 with conditions to allow for a “cap” on unhosted STRs in the Coastal Zone based on the approximate number of STR permits in existence when the City stopped issuing STR permits (City of Dana Point CDP A-5-DPT-22-0038 (available at: <https://documents.coastal.ca.gov/reports/2022/11/W13b/W13b-11-2022-report.pdf>);
- The City of San Diego’s STR provisions approved in 2022 that capped whole home (unhosted) rentals at various levels for varying neighborhoods and created a “lottery” in order to issue STR permits, due to a demand expected to exceed the caps (City of San Diego LCP-6-SAN-21-0046-2, available at: <https://documents.coastal.ca.gov/reports/2022/3/W14f/W14f-3-2022-report.pdf>); and
- The City of Trinidad’s ordinance approved in 2022 that capped unhosted (called “full time”) STRs citywide at around 15% of the city’s housing stock in order to protect housing, (City of Trinidad LCP-1-TRN-22-0034-1 (available at: <https://documents.coastal.ca.gov/reports/2022/12/F11a/F11a-12-2022-report.pdf>).

The Commission rejected:

- The City of Santa Barbara STR ordinance which prohibited the operation of STRs when owner of the property was not present (un-hosted) in residential districts (available at: <https://documents.coastal.ca.gov/reports/2018/5/th19a/th19a-5-2018-report.pdf>); and
- “The City of Malibu STR LCP amendment in 2022 because its proposed ban on non-hosted STRs in single-family residences would eliminate existing, lower-cost overnight accommodations in the City and because different alternative approaches existed in that case that would serve to protect public visitor-serving opportunities and affordable housing stock, (City of Malibu LCP-4-MAL-20-0083-2 (available at: <https://documents.coastal.ca.gov/reports/2022/8/F10a/F10a-8-2022-report.pdf>).
- These examples reflect that the Commission evaluates each STR LCP amendment on a case-by-case basis and in light of specific evidence of local context presented concerning the STR market in a particular jurisdiction.” (*Id.* at 15 - 16).



## **West Marin Pro-Short Term Rental Regulation Priority Proposals From West Marin**

### Preamble

We are a group of West Marin residents, business people and civically active community members concerned that Short Term Rentals (STRs) are not being sufficiently or fairly regulated. We acknowledge that STRs, coupled with commercially licensed hotels/motels, provide important access for coastal visitors. Yet over the past decade, we have seen our residential neighborhoods become progressively “hollowed out” by the acceleration and commercialization of STR activity. STRs have contributed to the escalating real estate prices, to speculation by property investors and to the decreasing availability of full-time rentals for local workers, families and seniors. Indeed, the California Coastal Commission has “recognized a need to restrict STRs in some coastal communities where evidence showed that the STR market is having impacts on coastal resources, or even was significantly impacting the availability of housing.”<sup>1</sup> Other communities throughout California and around the Country have enacted much stricter regulations that have been effective and have withstood legal challenges. It's time for Marin County to do the same.

We applaud the efforts of Supervisor Dennis Rodoni and the County Community Development Agency (CDA) staff to research and prepare thoughtful, effective regulations of STR operations in West Marin. We are grateful to County Planner Kathleen Kilgariff and CDA staff for their efforts to thoroughly analyze STR regulatory programs in various California, U.S. and international jurisdictions, with particular attention to programs that have proven effective and legally defensible in jurisdictions analogous to ours, in particular the California Coastal Zone. As the County’s public process unfolds to present new STR regulations, we believe it is critical that all voices be heard, most importantly those community members who depend upon the availability of secure rental housing.

### Proposed Regulations

These elements we consider to be essential to an equitable and effective STR Regulatory Program:

1. Guest space rented by a Primary Homeowner who is in residence during the rental, and whose space has fewer amenities than would qualify it as an Accessory Dwelling Unit (ADU) or a Junior Accessory Dwelling Unit (JADU), is instead defined as a traditional “Bed-and-Breakfast” rental and is exempt from this regulatory program.
  
2. All STR operators must obtain a County License that must be re-applied for every 2 years, with renewal subject to compliance with all Program elements, payment of all Transient Occupancy Tax (TOT) due, minimal complaint history, and the village’s cap discussed below.
  
3. License acquisition and renewal requires compliance with all health-and-safety building codes (such as for septic, fire, water, electrical, and plumbing), which are already enforced for motel, hotel and inn licensing. The County could consider a low-interest, long-term loan program, designated for

low-income Primary homeowners, to support buildings coming into compliance, e.g. as with the Bolinas septic-upgrade program. A Safe Harbor provision could be included in the regulations, modeled in part on the County's Solar energy permitting approach, whereby applicants will not be penalized for attempting to come into compliance with these provisions.

4. There will be a cap set on the number of licenses issued to each village, informed both by historical use and by current demand for affordable housing, especially affordable workforce and senior housing. Other licensing requirements should be the same for all villages. There are many examples of caps being implemented, see below: they may be constructed legally, according to the Coastal Commission, and they have survived Takings challenges.
5. To incentivize the creation of new long-term housing, an exception to the cap could be granted for property-owner's building or converting a new (J)ADU if either that unit or main house is thenceforth rented long-term.
6. Priority for issuing licenses shall be given to those for which a full-time resident lives on-site. Prioritization could also be considered for those that are longest-operating and for lowest-cost STRs. Cost could be defined as cost/night per person of advertised occupancy.
7. Licensees must be the property owners and a Natural Person as legally defined. STR operation by property-owners who are LLCs, investor or time-share groups, or consortiums of any kind should be prohibited.
8. Only one STR unit should be issued per licensee, Countywide.
9. For Unhosted STRs, licensees must designate a Manager who is a legally defined Natural Person and who is on call during the entire rental period to respond within ½ hour to any tenant or neighbor issues. If the Manager is not a resident of the STR, then the Manager should be a licensed real estate broker, or an individual with demonstrated expertise in the STR regulation and located in West Marin.
10. The County should earmark funds from the STR Licensing and TOT revenue to provide sufficient funds for enforcement of these regulations.
11. Once implemented, Data should be collected on STR operations to monitor the impact of the program and progressively improve it.

#### **Endnotes**

1. California Coastal Commission, Summary of Staff Recommendation, Re. City of Half Moon Bay LCP Amendment Number LCP-2-HMB-21-0078-2 (Short Term Rentals and Home Occupations) Prepared February 24, 2023 for March 8, 2023 Hearing, at 15, available at: <https://www.coastal.ca.gov/meetings/agenda/#/2023/3> See Staff Report discussion of examples of the range of STR LCP amendments approved by the Commission including:

- The City of Santa Cruz STR ordinance that significantly restricted STRs in 2018 (City of Santa Cruz LCP Amendment LCP 3-STC-17-0073-2-Part B, available at: <https://documents.coastal.ca.gov/reports/2018/4/w20a/w20a-4-2018-report.pdf>);
- The City of Dana Point’s STR provisions, approved in 2022 with conditions to allow for a “cap” on unhosted STRs in the Coastal Zone based on the approximate number of STR permits in existence when the City stopped issuing STR permits (City of Dana Point CDP A-5-DPT-22-0038 (available at: <https://documents.coastal.ca.gov/reports/2022/11/W13b/W13b-11-2022-report.pdf>);
- The City of San Diego’s STR provisions approved in 2022 that capped whole home (unhosted) rentals at various levels for varying neighborhoods and created a “lottery” in order to issue STR permits, due to a demand expected to exceed the caps (City of San Diego LCP-6-SAN-21-0046-2, available at: <https://documents.coastal.ca.gov/reports/2022/3/W14f/W14f-3-2022-report.pdf>); and
- The City of Trinidad’s ordinance approved in 2022 that capped unhosted (called “full time”) STRs citywide at around 15% of the city’s housing stock in order to protect housing, (City of Trinidad LCP-1-TRN-22-0034-1 (available at: <https://documents.coastal.ca.gov/reports/2022/12/F11a/F11a-12-2022-report.pdf>).

The Commission rejected:

- The City of Santa Barbara STR ordinance which prohibited the operation of STRs when owner of the property was not present (un-hosted) in residential districts (available at: <https://documents.coastal.ca.gov/reports/2018/5/th19a/th19a-5-2018-report.pdf>); and
- “The City of Malibu STR LCP amendment in 2022 because its proposed ban on non-hosted STRs in single-family residences would eliminate existing, lower-cost overnight accommodations in the City and because different alternative approaches existed in that case that would serve to protect public visitor-serving opportunities and affordable housing stock, (City of Malibu LCP-4-MAL-20-0083-2 (available at: <https://documents.coastal.ca.gov/reports/2022/8/F10a/F10a-8-2022-report.pdf>).
- These examples reflect that the Commission evaluates each STR LCP amendment on a case-by-case basis and in light of specific evidence of local context presented concerning the STR market in a particular jurisdiction.” (*Id.* at 15 - 16).

**From:** [Michal Rosenoer](#)  
**To:** [PlanningCommission](#)  
**Cc:** [STR](#)  
**Subject:** Hipcamp Public Comments for Planning Commission  
**Date:** Wednesday, June 7, 2023 4:14:43 PM  
**Attachments:** [Hipcamp Comments Marin Planning Commission Meeting, June 12 2023.pdf](#)

---

You don't often get email from micha@hipcamp.com. [Learn why this is important](#)

Hello Marin County Planning Commission,

Please see the attached comments in reference to your upcoming June 12, 2023 meeting. I look forward to following the conversation and appreciate the opportunity to submit comments.

Sincerely,  
Michal Rosenoer

--

**Michal Rosenoer**

Lead Manager, Government and Community Relations

(719) 215 9589 (office)

Pronouns: she/her/hers

[Pronunciation help for Michal here](#)



June 7, 2023

To: Marin County Planning Commission  
CC: Marin County Planning Department, CDA

**RE: Short term rentals conversation on June 12, 2023**

Dear Marin County Planning Commission Members,

Hipcamp is a Marin County-founded business that partners with local landowners to open up new and unique places for people to camp and get outside. Hipcamp has unlocked over 41 million acres of private lands internationally for public recreation, with over 4% of our hosts in California operating on family farms, ranches, or other working lands.

We are grateful for the opportunity to offer comments on the June 12, 2023 planning commission meeting agenda in regards to the conversation on short-term rental (STR) regulations.

In the related staff report, the planning department noted that both the community survey on STRs as well as county goals include an emphasis on wanting to achieve a balance with short term rentals that:

- Meets California Coastal Commission goals of providing affordable overnight access to the California coast;
- Lessens the impact of visitation on the availability of long-term housing and rentals for local residents;
- Provides economic opportunities for Marin residents to benefit from the outdoor recreation and tourism economy that supports them in continuing to afford to own land/properties in Marin as the cost of living continues to increase;
- Supports the tourism and outdoor recreation industry which sits at the heart of the economy in many communities across the county.

As you consider how to meet these simultaneous goals, Hipcamp encourages you to consider updating the development code to create more accessible and clear pathways for certain landowners to host low impact camping on their private properties. This type of camping, which is already a compatible use under Marin's Williamson Act contract agreement but currently is limited to certain agricultural lands and requires an expensive conditional use permit, would support landowners in sharing their properties with visitors in a way that is safe, affordable, and allows for continued tourism without competing with long-term rental and housing opportunities.

As noted in the staff report on page 10, currently Marin County only maintains two campgrounds as commercial visitor accommodations with a total of 512 units (i.e. campsites). Expanding

opportunities for landowners to host campers in a way that is safe for people, the environment, and neighbors could expand the number of campsites available while easing pressure on local housing stock. It could also serve to protect Marin's agricultural community by enabling farmers and ranchers to participate in camping-based agritourism activities that supplement and diversify their revenue streams. Roughly half of the landowners Hipcamp currently partners with in California are hosting low-impact camping areas on working lands, and are reliant on the income generated to pay property taxes, make mortgage payments, re-invest in the conservation of their properties, and offset the rising costs associated with farming and living in California.

Creating a simple and accessible permitting pathway for low impact camping would also establish low-cost visitor-serving accommodations that are hard to find across Marin. Whereas the staff report notes that the average Marin STR lists for an average of \$550 per night, the average cost of camping on a private property in areas around Marin costs \$65 per night on Hipcamp. Offering additional camping accommodations in Marin would reduce barriers to access for campers and families alike across the region who may be priced out of current accommodation options in Marin.

We are grateful for the opportunity to offer comments on this agenda item, and are willing to support the county with any conversations you might want to have about low impact camping on private lands moving forward. We humbly request to be included in upcoming focus groups on short term rental regulations to represent our low impact camping hosts in the area, and would be happy to provide additional context, support, or policy expertise where it would be helpful.

Sincerely,

A handwritten signature in black ink, appearing to read 'MR', with a horizontal line extending to the right.

Michal Rosenoer  
Lead Manager, Government and Community Relations  
Hipcamp

**From:** [Wendy Botwin](#)  
**To:** [STR](#)  
**Subject:** Re: Short term rentals  
**Date:** Wednesday, June 7, 2023 9:49:16 PM

---

[You don't often get email from 2dancingtree@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

PS I'm quite positive there are many not registered/illegal short-term rentals happening and I wonder how these are factored in to the whole issue.

> On Jun 7, 2023, at 9:06 PM, Wendy Botwin <2dancingtree@gmail.com> wrote:

>

> I support continuing the ban on new short term rentals. They are decimating our local communities and schools taking away the already limited housing options for long-term residents, especially lower income residents. I only agree with these rentals for very short term and with the homeowner still living on the property. Thank you, Wendy Botwin

**From:** [eokamura](mailto:eokamura)  
**To:** [STR](#)  
**Subject:** West Marin STRs  
**Date:** Wednesday, June 7, 2023 10:49:27 AM

---

[You don't often get email from [eokamura@sonic.net](mailto:eokamura@sonic.net). Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

I am writing in support of stricter regulations on STRs in the residential neighborhoods of West Marin County. I have witnessed over the years the hollowing out of our communities, the lack of affordable housing for long time locals with deep roots and for the essential work forces that are the backbones of our communities. I feel strongly that West Marin neighborhoods should be lived in, not monetized, and that homes in residential neighborhoods should not continue to be converted to profit generators for corporate entities (Airbnb, VRBO, Vacasa, Pacasa, etc.), LLCs, shared equity groups, etc.

Sincerely,

Ethan Okamura  
Bollinas, CA



**From:** [Maureen C](#)  
**To:** [Kilgariff, Kathleen](#)  
**Cc:** [Harriet Moss](#); [Chris Harrington](#); [David Kimball](#); [Leila Monroe](#); [Eoin McMillan](#); [Don Smith](#); [Susan Scott](#); [Jorge Martinez](#); [Andrew Zlot](#); [Rodoni, Dennis](#); [Kutter, Rhonda](#)  
**Subject:** Point Reyes Light Perspective 6-8-2023  
**Date:** Thursday, June 8, 2023 1:33:38 PM  
**Attachments:** [Point Reyes Light Perspective - The impact of short-term rentals 6-8-2023.pdf](#)

---

Dear Planning Commissioners & Staff,

I am writing to submit the attached Perspective article that appears in the June 8th edition of the Point Reyes Light. This article was written in collaboration with the West Marin community members listed below who have come together to focus on the Short Term Rental issue. We are hopeful that the Planning Commission Workshop on June 12th will advance consideration to adopt a more effective set of Short Term Rental regulations for West Marin.

You can learn more about our community group and our efforts to bring attention to the impact that the proliferation of Short Term Rentals is having on our rural coastal communities in West Marin: <http://westmarinresidentsforhousing.org/>

Sincerely,

Maureen Cornelia/Inverness

Leila Monroe, Bolinas  
David Kimball, Bolinas  
Don Smith, Bolinas  
Eoin McMillan, Bolinas  
Chris Harrington, Stinson Beach  
Harriet Moss, Stinson Beach  
Susan Scott, Inverness  
Andrew Zlot, Point Reyes Station  
Jorge Martinez, Point Reyes Station

CC: Supervisor Dennis Rodoni  
Rhonda Kutter



## The impact of short-term rentals in coastal communities

By Maureen Cornelia and David Kimball  
June 8, 2023

Our coastal villages each have a unique history and character that draws people to build their lives here. Though the stories of how and why vary, a common thread is the sense of community, whether for singles starting out, families raising children, workers in local businesses, emergency personnel, landscape and agricultural workers, teachers or retirees. The foundation of community is access to stable and affordable housing—an opportunity that is becoming increasingly limited, in part due to escalating short-term rental activity.

An S.T.R. is a residential property rented for 30 days or less. Ever since online rental platforms like Airbnb and VRBO exploded in popularity, S.T.R.s have become an attractive profit generator for corporate and individual investors in West Marin residential zones. Marin County's 2018 S.T.R. licensing ordinance did not keep pace

with the growth of online S.T.R.s. Countywide, 71 percent of S.T.R.s are located in West Marin.

In May 2022, the county implemented a two-year moratorium on new S.T.R. licenses in West Marin. Last year, the county's Community Development Agency began reaching out to S.T.R. stakeholders. These include homeowners who rent part of their home or property in the short term to make ends meet; realtors, investors and property managers who profit from the S.T.R. market through increased property values; and long-term homeowners and renters whose presence contributes to sustaining viable communities.

The agency has also been assessing how other coastal communities in California and elsewhere are managing the growing S.T.R. real estate investment model. On Monday, June 12 at 1 p.m., agency staff will discuss their findings with the Marin County Planning Commission and the public at the Civic Center. To participate in this conversation about potential new S.T.R. regulations, search "Marin Planning Commission Hearings," then select "June 12," then "Agenda," then "Staff Report."

Our group, the West Marin Residents for Housing, is part of a growing community sector concerned that S.T.R.s are not being sufficiently or fairly regulated. Corporate and individual investors are able to pay inflated market prices for homes due to the expectation of S.T.R. income, resulting in the shrinking availability of affordable homes for long-term residents.

We acknowledge that S.T.R.s, coupled with commercially licensed hotels and motels, provide important access for coastal visitors. In many cases, they also provide vital support for long-term community members who rely on the income to remain in their homes. Yet the percentage of S.T.R.s in our villages is out of balance with the number of houses available for full-time residents.

Currently, S.T.R.s represent 1 percent of parcels in East Marin communities compared to 16 percent in the coastal zone. We all know renters displaced from their homes because residential properties have been converted to S.T.R.s. Rentals are hard to find at any price; as a result, school populations have plummeted, jobs that serve our communities are hard to fill, and local workers commute many hours a day.

The California Coastal Commission has recognized the impact of S.T.R.s on housing availability in coastal communities and has supported ordinances limiting their expansion. The reality is that a growing housing crisis in both affordability and availability has been exacerbated by the S.T.R. market. It is critical that the Planning Commission and Board of Supervisors implement policies that provide limits on S.T.R. growth.

We have exhaustively researched what other coastal communities in the state have done to address the S.T.R. surge, and we have developed a set of proposed regulations that we have reviewed with Supervisor Dennis Rodoni and C.D.A. staff.

We propose that: 1) an S.T.R. license only be granted to an individual or family, not an L.L.C., investment group, time-share group or consortium of any kind in residential zones; 2) only one S.T.R. license be granted per property owner in the coastal zone; 3) the number of S.T.R. licenses be capped specific to each village; 4) property owners host or designate a local property manager; and 5) licensees meet the same health and safety standards as commercial inns, hotels and motels.

To see our full set of proposed regulations and to join our efforts to secure a balanced S.T.R. ordinance, please visit [westmarinresidentsforhousing.org](http://westmarinresidentsforhousing.org).

This is a call to action. We understand and respect the range of voices and opinions. Let's talk. Many of us know local property owners who are invested in community life and operate an S.T.R. that enables them to stay in their homes. We want to come together to advocate for balanced regulations.

Please come to the June 12 workshop (there is no Zoom option) or submit written comments to [str@marincounty.org](mailto:str@marincounty.org) by Friday. West Marin has come together on many issues. This one is front and center, and the county needs our input. The resulting ordinance will have a lasting impact on the community we love.

*Maureen Cornelia, an Inverness resident, and David Kimball, a Bolinas resident, are members of West Marin Residents for Housing. They are joined by Chris Harrington and Harriet Moss from Stinson Beach; Jorge Martinez and Andrew Zlot from Point Reyes Station; Eoin McMillian, Leila Monroe and Don Smith from Bolinas; and Susan Scott of Inverness.*

**From:** [Stephen Antonaros](#)  
**To:** [Kilgariff, Kathleen](#)  
**Subject:** Point Reyes Village Association - STR recommendations for 6.12.23 hearing  
**Date:** Thursday, June 8, 2023 10:25:09 AM  
**Attachments:** [PRSVa\\_New\\_STR\\_REGS.pdf](#)

---

Attached are the recommendations reached by consensus from the Point Reyes Station Village Association's discussions of new Short Term Rental regulations  
Please forward to Commissioners.

Steve Antonaros

President

*Point Reyes Station Village Association*

**Point Reyes Station Village Association**  
**Recommended New Short Term Rental Regulations**

**May 24, 2023**

Supervisor Rodoni would like the various villages to comment on the appropriate percentage of STRs in relation to other forms of housing. For Point Reyes Station, the ratio of STRs in the Village Commercial zone ought to be less than in the C/R-AB residential zones of the Planning District based on a maximum of 5% of housing units in the Village and 10% of housing units in the rest of the Point Reyes Station Planning District.

- 1) Currently authorized STRs can be grandfathered in.
- 2) New regulations should apply to new permit/license holders. Licenses that expire should be required and lapse if the STR is not operating over a 12-month period. Also, the County should be able to revoke licenses of grandfathered STR permit holders who do not conform to the final regulations.
- 3) All Short-term rentals permits/licenses should only be allowed on Owner-occupied properties and therefore not be available year-round. The original idea for hospitality in residential areas was based on the Bed and Breakfast model which required on-site owners.
- 4) STR's can be allowed on a non-owner-occupied site as long as there is an additional dwelling unit on the site that is available for long-term housing. Consider incentives or requirements that any non-owner-occupied properties where a STR is proposed have at least one additional dwelling unit available for long term rental which could accommodate on-site managers, or a caretaker unit should be required if the property is not owner occupied.
- 5) Regulations should serve as disincentives for STRs as investments; Properties that are investor only should not be permitted. Licenses to an owner of multiple properties should not be allowed.
- 6) A JADU or an ADU can be used as either the owner-occupied unit or the STR unit for any one property.
- 7) The number of short-term rentals should be capped, and the current allotment should either remain flat or decrease over time.

—

Other related issues and recommendations from the PRSVA membership are noted below:

- STRs are primarily commercial uses operating on primarily residentially zoned properties; regulations should discourage 100% commercial use of residentially zoned properties.
- Enforcement by the County will not be adequate to regulate STRs. Neighbors should not have to complain for there to be enforcement, which is the mechanism used by the County on other land use issues.
- Licenses to a multi-unit property could be allowed in commercial zones.
- There should be incentives for lower cost STRs. Campgrounds and low-cost hospitality opportunities should be encouraged.

**From:** [Jayden Velarde](#)  
**To:** [STR](#)  
**Subject:** west marin residents affordable housing  
**Date:** Thursday, June 8, 2023 1:24:38 PM

---

You don't often get email from mr.egghead64@gmail.com. [Learn why this is important](#)

hi my name is jayden velarde

i was a resident in Bolinas with my mom for a few years. unfortunately my mom couldnt afford rent anymore so i had to move to a family friends place and my mom was left homeless in Bolinas. this is a normal thing in bolinas. its hard to get back on your feet and find a new place to live here. theres little to no options available! if this plan were to be approved, the chances of my mom finding a place to live would increase :).

thats why i support the west marin residents affordable housing plan  
thank you



**I am Jennifer Golub and thank you for this opportunity.**

I live in Inverness. In the hospitable tradition of bed and breakfasts, I have rented my home on a part time basis over the last x5 years to a diverse community of schoolteachers, academics, and public servants. People desire access over weekends and holidays, providing enjoyment of the bounty of West Marin, adjacent to National Parkland.

**X4 Headlines:**

**Seniors, Nimbyism, Fire and Community.**

**#1: Seniors:**

Seniors 65+ need income for survival.

**This moratorium is discriminating to seniors.**

I am dependent upon \$50k a year rental income generated by short term rentals to cover surgeries, food, fuel costs and extensive land stewardship. Our survival is dependent upon short term rental income.

**#2: Not in my backyard:**

**This moratorium is discriminating to low- income families.**

Among 53 California counties, Marin County, has the unfortunate distinction of being the most segregated county in the state.

**So one cannot compare Marin to other California counties**, that are diverse and have public access. There has been no investment in accessible public transportation. And regular folks can't afford to stay more than a weekend. Only the privileged can take 30 days off.

Marin has virtually built a Wall.

**#3: Fire:**

As a homeowner, **safe land stewardship is one of the costliest aspects of living in West Marin County**, an average of \$15k a year to remove deadwood. Residents have to fund generators and sprinklers, tools for survival. My guests are left printed emergency instructions and I have never had an issue.

**#4: Spirit:**

I live here. **I am not an investor.** These are my neighbors. My friends. This contested moratorium is ruining a peaceful community in West Marin County. It is a blunt draconian legislation that serves no one. My guests support the restaurants, the shopkeepers, and the local economy. I should be able to rent my home at will. With no harm. No intrusion, with a joyous welcoming spirit.

Thank you.

Jennifer Golub

**From:** [STR](#)  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: Cap Short term rentals  
**Date:** Friday, June 9, 2023 3:51:33 PM

---

Can you please forward this communication to the Planning Commission? Thank you!

---

**From:** meg simonds <simonds.meg@gmail.com>  
**Sent:** Friday, June 9, 2023 3:25 PM  
**To:** STR <str@marincounty.org>  
**Subject:** Cap Short term rentals

You don't often get email from [simonds.meg@gmail.com](mailto:simonds.meg@gmail.com). [Learn why this is important](#)

It is imperative to continue supporting controls on STR's. Our communities need housing for families and Measure W is one way to help keeping families here in West Marin.

I urge you to continue to in this direction, our quality of life depends on it.

Many thanks.

Meg Simonds, resident for 44 years

And Mark Butler, resident for 39 years

**From:** [STR](#)  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: Comment on analysis and equity in the staff report  
**Date:** Friday, June 9, 2023 2:00:16 PM  
**Attachments:** [One Bedrooms in West Marin - ABB.pdf](#)  
[One Bedrooms in West Marin VRBO.pdf](#)

---

Hi Michele,

Can you please forward to the Planning Commissioners?

Thanks,

Kathleen

---

**From:** Claire Hunsaker <[chunsaker@gmail.com](mailto:chunsaker@gmail.com)>  
**Sent:** Friday, June 9, 2023 9:04 AM  
**To:** STR <[str@marincounty.org](mailto:str@marincounty.org)>  
**Subject:** Comment on analysis and equity in the staff report

You don't often get email from [chunsaker@gmail.com](mailto:chunsaker@gmail.com). [Learn why this is important](#)

Dear Dennis, Kathleen, Board -

I am writing to express a few concerns regarding the Planning Department's report on STRs. While I understand the complexity of this issue and applaud the Kathleen's exhaustive approach, I believe some aspects of the report require further examination to ensure a comprehensive and balanced evaluation of the situation.

Firstly, the report does not provide data on occupancy, pricing, price per visitor, or capacity for STRs, which are critical to an accurate comparison with commercial units. Such a comparison, without adequate county data for STRs to support the analysis, seems problematic if not biased. Further, the statement that STRs "can average around \$550 per night" suggests a range of averages across various communities and properties. The report seems to include all property sizes in their STR average. In contrast, pricelabs indicates an average daily rate of \$200-250 for a one-bedroom unit, which is still larger than a hotel room (attached). To provide a more accurate analysis, the planning commission should **apply the same evaluation across different geographies and property capacities for STRs as has been done for commercial units.**

It's also crucial to note that on a per bed or per occupant basis, STRs may potentially contribute more efficiently to visitor capacity than traditional hotels, while giving more back to the community. They may be priced lower than hotels on a per-visitor basis and require more maintenance and staff, providing more jobs.

Second, it seems the report compares the cost of renting an entire house in one particular area to the cost of booking a campsite, since the analysis includes campgrounds as commercial accommodation. Campsite users can pay as little as \$7, which radically alters the average for

commercial units. **Campground capacity should be considered separately** from "available beds" as the County considers visitor capacity planning.

Third, **Please use the county data.** The request for owners to share their occupancy data to challenge the report's 84% STR occupancy claim seems unnecessary given that the county collects this information through the Transient Occupancy Tax (TOM). This county data will be far more accurate than figures from platforms like Pricelabs or AirDNA, which both include owner occupancy in their occupancy rates.

Fourth, **on the issue of STRs allegedly "hollowing out local communities", no data in the report to support this claim** other than opinion commentary. There's no denying the importance of preserving the social fabric of our towns and villages, but anecdotal sentiments should not override actual data, especially when communities such as Stinson and Dillon Beach generally express support for STRs.

Lastly, the report seems to overlook the significant percentage of long-term vacation homes in West Marin. These homes constitute 67% of the housing in the analysis, with 80% of them not operating as STRs. Thus, 54% of the homes in question are owned by one family who reside in the community, but like many contributing factors to housing prices, these properties and homeowners are not targets for regulation. This suggests **the real target of opposition and regulation is visitors, who are generally less wealthy and more diverse than our homeowners. If we really support equity and inclusion, we need to make space for the people we intend to include.**

I humbly urge you to consider these points as you review the report from the Planning Department. It is paramount that our county's policy decisions are based on comprehensive, balanced, and accurate information. I trust in your commitment to safeguarding the interests of all Marin County residents and visitors alike.

Thank you for your time and consideration.

Best Regards,  
Claire Hunsaker

**From:** [STR](#)  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: Short Term Rental Workshop  
**Date:** Friday, June 9, 2023 2:00:14 PM

---

Hi Michele,

Can you please forward this as well. Just a heads up, I have a few more that will be coming your way.

Thanks,

Kathleen

---

**From:** David Lewis <djllewis@ucanr.edu>  
**Sent:** Friday, June 9, 2023 9:19 AM  
**To:** STR <str@marincounty.org>; Kilgariff, Kathleen <KKilgariff@marincounty.org>; Lacko, Leslie <LLacko@marincounty.org>  
**Cc:** Lily Verdone <lverdone@malt.org>; Zach Mendes <zmendes@malt.org>; Metha Klock <mklock@malt.org>; tvtrotter@ucanr.edu  
**Subject:** Short Term Rental Workshop

Hello Kathleen and Leslie,

As Marin County proceeds with its exploration of affordable housing and short-term rental solutions, including the Planning Commission workshop Monday June 12, 2023, UC Cooperative Extension Marin (UCCE Marin) and the Marin Agricultural Land Trust (MALT) are ready to work with the community and Community Development Agency going forward. We have received comments and concerns from and continue to engage with agricultural producers that integrate farm stays into their agricultural operations. Agricultural diversification has long been recognized and valued in the Countywide Plan for supporting the sustainability of Marin's farms and ranches, building strong community relationships and a local food system. It also aligns with California State legislation for agricultural home stays. Please rely upon UCCE Marin and MALT going forward to be a resource and active partner to understand the importance of agricultural diversification through farm stays and to engage and work with the broad community on solutions for accessible and affordable housing and short-term rentals going forward.

Thank you,

David J. Lewis  
Director  
UCCE Marin

Lily Verdone  
Executive Director  
MALT

**From:** [STR](#)  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: STR  
**Date:** Friday, June 9, 2023 2:05:10 PM

---

Please forward to the Commissioners. Thanks!

---

**From:** Windsong Guest Yurt <[info@windsongcottage.com](mailto:info@windsongcottage.com)>  
**Sent:** Friday, June 9, 2023 1:36 PM  
**To:** STR <[str@marincounty.org](mailto:str@marincounty.org)>  
**Subject:** STR

You don't often get email from [info@windsongcottage.com](mailto:info@windsongcottage.com). [Learn why this is important](#)

Hello Kathleen

I will not be able to attend the upcoming meeting on the 12th due to travel.

I would like to point out I've been in business since 1988 long before Airbnb, etc.

As it stands I believe my STR licence cannot be transferred, if and when I sell my house, to a new owner that lives on property.

I've built up much good will over all those years and many repeat guests.  
Not being able to include my business to a new owner if and when I sell, the County will be taking away my business and my good hard work.

Somehow, perhaps grandfathering the few of us in business that long, allowing a transfer of a licence to a new live on property owner could be included in new regulations.

Please include this email in the meeting.

Thank you in advance.

Anthony Ragona  
Windsong Cottage  
Point Reyes Station  
415-663-9695

**From:** [STR](#)  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: Support for West Marin STR Regulation Priority Proposals  
**Date:** Friday, June 9, 2023 2:04:52 PM

---

Please forward this one as well.

---

**From:** Janine Shiota <[janine.shiota@gmail.com](mailto:janine.shiota@gmail.com)>  
**Sent:** Friday, June 9, 2023 11:08 AM  
**To:** STR <[str@marincounty.org](mailto:str@marincounty.org)>; Rodoni, Dennis <[DRodoni@marincounty.org](mailto:DRodoni@marincounty.org)>  
**Subject:** Support for West Marin STR Regulation Priority Proposals

Some people who received this message don't often get email from [janine.shiota@gmail.com](mailto:janine.shiota@gmail.com). [Learn why this is important](#)

Dear Marin County STR and Office of Dennis Rodini,

Please register my support for the proposed regulations on STRs put forth by the West Marin Residents for Housing as listed below.

Hope you will enact these common sense regulations. We are not against the STR as a means of private individual person supplementation of income, but bigger corporate interests and speculative investors have taken away long term housing stock and affected communities adversely.

Please take these very well researched and fully considered approaches to Marin County's STR program.

Best,  
Janine Shiota  
Bollinas, CA

\*\*\*\*\*

### Proposed Regulations

These elements we consider to be essential to an equitable and effective STR Regulatory Program:

1. Guest space rented by a Primary Homeowner who is in residence during the rental, and whose space has fewer amenities than would qualify it as an Accessory Dwelling Unit (ADU) or a Junior Accessory Dwelling Unit (JADU), is instead defined as a traditional "Bed-and-Breakfast" rental and is exempt from this regulatory program.
  
2. All STR operators must obtain a County License that must be re-applied for every 2 years, with renewal subject to compliance with all Program elements, payment of all Transient Occupancy Tax (TOT) due, minimal complaint history, and the village's cap



discussed below.

3. License acquisition and renewal requires compliance with all health-and-safety building codes (such as for septic, fire, water, electrical, and plumbing), which are already enforced for motel, hotel and inn licensing. The County could consider a low-interest, long-term loan program, designated for low-income Primary homeowners, to support buildings coming into compliance, e.g. as with the Bolinas septic-upgrade program. A Safe Harbor provision could be included in the regulations, modeled in part on the County's Solar energy permitting approach, whereby applicants will not be penalized for attempting to come into compliance with these provisions.

4. There will be a cap set on the number of licenses issued to each village, informed both by historical use and by current demand for affordable housing, especially affordable workforce and senior housing. Other licensing requirements should be the same for all villages. There are many examples of caps being implemented, see below: they may be constructed legally, according to the Coastal Commission, and they have survived Takings challenges.

5. To incentivize the creation of new long-term housing, an exception to the cap could be granted for property-owner's building or converting a new (J)ADU if either that unit or main house is thenceforth rented long-term.

6. Priority for issuing licenses shall be given to those for which a full-time resident lives on-site. Prioritization could also be considered for those that are longest-operating and for lowest-cost STRs. Cost could be defined as cost/night per person of advertised occupancy.

7. Licensees must be the property owners and a Natural Person as legally defined. STR operation by property-owners who are LLCs, investor or time-share groups, or consortiums of any kind should be prohibited.

8. Only one STR unit should be issued per licensee, Countywide.

9. For Unhosted STRs, licensees must designate a Manager who is a legally defined Natural Person and who is on call during the entire rental period to respond within ½ hour to any tenant or neighbor issues. If the Manager is not a resident of the STR, then the Manager should be a licensed real estate broker, or an individual with demonstrated expertise in the STR regulation and located in West Marin.

10. The County should earmark funds from the STR Licensing and TOT revenue to provide sufficient funds for enforcement of these regulations.

11. Once implemented, Data should be collected on STR operations to monitor the impact of the program and progressively improve it.

--

Janine Shiota

415-425-4579

[janine.shiota@gmail.com](mailto:janine.shiota@gmail.com)

**From:** [STR](#)  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: West Marin STR Public Comment  
**Date:** Friday, June 9, 2023 2:54:04 PM

---

Can you please forward this email as well?

Thank you,

Kathleen

-----Original Message-----

From: Don Smith <[don@horizoncable.com](mailto:don@horizoncable.com)>  
Sent: Friday, June 9, 2023 2:41 PM  
To: STR <[str@marincounty.org](mailto:str@marincounty.org)>  
Subject: West Marin STR Public Comment

Dear Planning Commissioners,

County data show STR earnings to be TWICE what long-term renters can pay. This has seduced many Bolinas primary homeowners into evicting their renters and switching to STR.

Adding to the problem, the ability to STR has brought many new second-home seekers into the market who would not have been able to afford a second home otherwise. They can far outbid folks looking for a home to LIVE in, because STR can pay a second-home mortgage but not the mortgage on a home in which someone's living. Consequently, people seeking their FIRST home are shut out by people wanting a second or third home. This is WRONG.

Even worse, we have out-of-town investment groups and commercial entities under LLCs buying up houses in RESIDENTIAL neighborhoods and turning them into timeshares or boutique hotels. This is WRONG.

Our workforce and seniors are being driven out of town. Our school population is HALF what it was before AirBnB. We have trouble finding people to serve on Boards and Fire crews. Our communities are dying.

There are other drivers of housing cost too, of course. And we have to provide SOME accommodations for visitors too, of course. But STR conversions are making rentals scarce at any price, and are driving up both rents and purchase prices.

We need a cap to be set on the number of STRs in each West Marin village that is much LOWER than the current number. Freezing the status quo will instead legitimize the removal of our housing stock at an unacceptable level, and it will take DECADES for attrition by home sales to bring this down to the appropriate level.

We also need to prohibit timeshares and investment clubs/platforms by requiring individual or family ownership, and by allowing only one STR per property-owner Countywide. Requiring STRs to meet the same health and safety Codes as for motels and inns would further level the playing field.

Marin is very late compared to other CA Coastal jurisdictions in regulating STRs, so we need to work hard to put in place strong regulations as soon as possible and not let profit and greed win the day. Social justice and community vitality must take precedence over profit-making and real-estate speculation.

Sincerely,

Don Smith, homeowner

PO Box 67, Bolinas

Member, BCPUD Board of Directors, 2003-2022 Member, Bolinas Community Land Trust, Bolinas Community Center

June 9, 2023

Marin County Planning Commission  
Board of Supervisor Chambers, Room 330  
Civic Center  
San Rafael CA

*RE: June 12, 2023 Hearing Concerning Short-Term Rentals in West Marin*

Dear Members of the Planning Commission:

We are members of the West Marin Access Coalition, a grass-roots organization of over 125 individuals, predominantly West Marin homeowners, but including long- and short-term rental hosts, visitors, local businesses, and concerned citizens interested in preserving West Marin's tourism-friendly community. We believe that everyone should have access to the beautiful parks, beaches, and forests of West Marin. We are entirely volunteer-operated and receive no funding whatsoever.

We offer the following comments on the Staff Report to the Marin County Planning Commission ("Report") prepared for the Short Term Rental (STR) Ordinance Update Workshop set for June 12, 2023 before the Commission. These comments are organized to track the organization of the Report itself, and each section should be read as responsive to each corresponding section of the Report. We then conclude with our perspective on STRs, one that we believe is not reflected in the Report.

### **Summary Section**

The Summary of the Report opens by noting that the County is reevaluating its STR Ordinance "to improve the availability of middle- and lower-income housing." Despite this, no part of the Report subsequently addresses means to improve such housing opportunities. It appears that Staff has made the implicit assumption that housing in West Marin is a zero-sum game, one in which short-term rentals and long-term housing are diametrically opposed. A further assumption of Staff appears to be that a forced reduction in STRs will lead to an increase in long-term rentals, or a general lowering of rents. The Report cites no data or even anecdotal support for this proposition. In fact, in comment after comment appended to the report, this unstated assumption is refuted by dozens of individuals who note that their homes are owner-occupied part-time and rented part-time, and thus would not convert to long-term rentals even if STRs were banned. Other comments note that homes serving as vacation home and often worth several million dollars are not suitable or capable of being repurposed into low- or middle-income rental stock. In fact, Supervisor Rodoni stated at his April 14, 2023 meeting in Pt. Reyes Station that it is unrealistic to think that banning STRs outright would lead to more than at most a few STRs converting to long-term rentals, and that we need to be cautious in legislating, lest

unintended consequences predominate. The Report appears to have lost sight of this important consideration.

In sum, the Report has assumed but provided no empirical or even anecdotal support that further limits to, or reductions in, STRs in West Marin will improve the availability and affordability of rental and long-term housing, especially for middle- and lower-income residents and marginalized communities.

### **Background Section**

The Background section of the Report recites the implementation of “Good Neighbor” policies beginning in 2018. What the Report never addresses is whether these Policies have fallen short in any regard. The Report provides no data concerning complaints received by the rental hotline for complaints, nor any indication that significant numbers of complaints have been received concerning sewage, water efficiency, habitability, safety, noise, trash, parking or the other concerns for which County Staff appears to be proposing further regulations based upon the findings from its recent survey. This suggests that the beefed-up Good Neighbor policies that Staff is proposing are a solution in search of a problem.

Moreover, in data presented by the same County Staff just last year, it was noted that the Short Term Rental Hotline received fewer than 2 dozen complaints, *county-wide*, in all of 2021, and just 31 complaints, *county-wide*, in January-September 2022. Since inception of the Hotline, complaints have declined substantially from their peaks in 2019 and 2020, showing that the existing Good Neighbor policies are working as intended and that the vast majority of STRs are operated in a considerate and responsible manner. Further, the most frequent complaint cited was for unauthorized short term rentals – this alone constituted over 36% of all complaints received. This fact is not addressed in the Staff’s current findings and recommendations, or a matter before this Commission. Further, the community that generated the largest volume of complaints was Mill Valley (76 out of 291 complaints, or just over 26%), a municipality not within the current study area.

In sum, the unincorporated West Marin communities have only generated a small handful STR of complaints in recent years. There is zero empirical that it is necessary to implement more stringent “Good Neighbor” policies than those currently in place, which are working as envisioned and intended.

### **Short Term Rentals and Housing in Marin**

In this section, the Report correctly acknowledges that high housing costs and limited housing availability are “longstanding challenges” with many contributing factors. Supervisor Rodoni recognized this at his April 14, 2023 meeting in Pt. Reyes Station as well. And, while the Report cites current information on median home prices and average rents, it provides no data to show how these have changed over time, or whether home prices and rents in Unincorporated Marin have increased more quickly than elsewhere in Marin County, the Bay Area, the state, or the country as a whole. Nor is there data to show how these trends have been affected by the alleged proliferation of STRs. Housing pricing and availability are challenges

felt nation-wide, so the lack of relevant historical or comparative data is disappointing and another weakness in the Report. However, the Report does indicate that average rent in unincorporated Marin is \$600 *less* than the HUD-calculated “fair market rate rent” in 2021.

Despite the paucity of data, the Report makes the unsubstantiated assertion that “[h]ousing shortages and prices are likely affected by the high number of homes used as STRs instead of as permanent residences.” Policies cannot be intelligently crafted based only on what is possible, or unsubstantiated claims that something is merely “likely.”

Tellingly, in this section, the Report also cites no supporting data for the proposition that STRs have driven a housing shortage, nor any effort to analyze or quantify how the many other factors affecting housing in West Marin – minimum lot sizes, restrictive zoning in the Coastal Zone, stringent building requirements, water meter moratoria that preclude new construction, septic and water issues, the high desirability of homes in the area, and the long history of homes in the area being held as second homes – play into this. Instead, the Report has singled out a single variable as though it were the most relevant and impactful. At most, this is a hypothesis, yet despite many years of purported study and analysis by County Staff, there is still zero data to back it up.

The Report also claims that “[a] significant proportion of the housing in some communities has been converted to commercial use in the form of STRs.” Here, the Report apparently assumes that there were few or no STRs before AirBNB and VRBO, or that all housing stock being used in some fashion as STRs was previously occupied solely by full-time residents and renters. But the comments to the same Report show this is false. Several communities in West Marin – including Stinson Beach, Dillon Beach, and Inverness – were all originally founded as vacation communities largely consisting of weekend and summer homes that traditionally sat vacant for portions of the year, and thus represented surplus capacity that STRs are ideally suited to utilize. Those communities have retained that character for generations, even as more individuals have chosen to reside in West Marin full-time. The County’s data bear this out, as they show that 34% of the STRs in Coastal Zone are in Stinson Beach. Another 22% of STRs are in Dillon Beach, and 16% are in Inverness. What that means is that, collectively, over 70% of STRs in unincorporated West Marin are in just 3 communities that each have a long history of being vacation destinations. All of these communities had active STR markets that long predated AirBNB and VRBO.

There can be no dispute that STRs have been a significant feature of how homes in West Marin have been occupied and operated for generations, as several commenters have noted. We can confirm this personal experience, having stayed in, operated, or owned short-term rentals decades before AirBNB and VRBO were founded. The Report seems to recognize the unique history of the region elsewhere. But since the Report makes no effort to track or quantify the changes in STRs in the last decade, it offers no support for the notion that long-term housing “has been converted” to STRs on a meaningful scale. Once more, the Report is, at most, reciting a handful of anecdotes.

Further, uses of property can and do change over time. Some homes that were previously long-term rentals may well have become owner-occupied permanent residences or other uses.

Other homes that were previously owner-occupied or STR's can and do convert to long-term rentals. Unless Staff can present reliable data on the degree of switching over time – and no such data are found in the Report, or have been presented at any time in the last year – it would be fallacious to rely on individual anecdotal claims about STRs displacing long-term residents as the basis for future regulations.

Additionally, the Report notes that comparatively fewer STRs are located in eastern areas of the County. This is no surprise because (1) these areas do not have the same history as a visitor and coastal vacation destination with substantial numbers of second homes, and, (2) many communities in the county severely restrict and in some cases ban outright STRs – something the California Coastal Commission would not permit in rural West Marin, given its proximity to state and national parklands and the coast.

The Report goes on to claim that overnight rates can “average around \$550 per night,” providing no source for this claim. County Staff were previously called out for citing unreliable and unsubstantiated data from a third-party service (AirDNA) that gave vastly overinflated estimates for average prices, occupancy rates, and monthly income from STRs. The County seems to have recognized the flaws in AirDNA's projections, as it has ceased citing them as informative. Moreover, the prior County's reliance on such unreliable projections was especially surprising as the County requires submission of Transient Occupancy Tax reports that demonstrate exactly how much each property generates in STR revenues each month. These data, if compiled, would show that the returns for virtually all STRs are far more modest than the inflated projections indicate, and further, that STRs in West Marin are highly seasonal and have very low occupancy rates in colder, rainier months. We encourage the Commission to ask the County why it has not analyzed the highly relevant data that are already in the County's possession.

While it cites no data in this regard, the Report assumes that the earning potential of STRs “is likely an incentive for property owners to seek STR use, serving visitors rather than traditional renters.” Here, the Report draws a false dichotomy and misses the point that is illustrated in comment after comment: most STR owners use their own homes for significant portions of the year, and a home occupied by a long-term tenant cannot be used by the owner. The Report fails to recognize that a profit-maximizing homeowner in many cases would come out ahead with a long-term tenant, especially given the fact that an STR operator faces higher monthly operations costs and often pays a percentage of their revenues to a local property manager. The Report does not adequately acknowledge that having a long-term tenant would defeat the purpose of owning homes in West Marin for most owners, where owners spend holidays, weekends, and significant blocks of time. The Comments included in the report illustrate this point again and again by noting that if STRs were banned outright, homes would not convert to long-term rentals, but would mostly sit empty or be purchased by individuals wealthy enough to be indifferent to the supplemental revenues STRs provide.

Finally, in this section, the Report asserts that “a high percentage of homes being dedicated to STRs in some smaller towns and villages is seen as hollowing out local communities, adversely affecting the schools and social fabric enjoyed in these smaller towns and villages.” The use of the passive voice here is telling. The Report is once again repeating

anti-STR anecdotes and tropes without trying to acknowledge the counterpoints of individuals who report (several in the comments to the Report) that operating an STR part-time allows them to enjoy closer ties to the community and afford to live in West Marin in the first place. Further, school enrollments in West Marin have been declining for decades, since long before AirBNB and VRBO were founded, and are more likely driven by broader demographic shifts, such as the median age of community members increasing over the last several decades. Furthermore, some community residents choose to send their children to schools outside of West Marin, as is their prerogative. In sum, as with the housing shortage, there is no basis to scapegoat STRs for declining school enrollments.

### **SHORT TERM RENTAL MORATORIUM – WEST MARIN**

This section opens by claiming in part that “community discussions indicated that STR uses may be affecting the supply and affordability of housing.” Once again, the Report cites no data, provides no description of the “community discussions” that took place, who attended, and what was said or presented. Instead, the Report appears to be reciting anecdotes and claims not backed by data or evidence, while ignoring the counterpoints raised in response.

The Report also discusses the moratorium ordinance passed in May 2022 (which the Report calls an “urgency ordinance,” a term never defined or used at the time). The Report claims that notice of the impending moratorium was given far and wide, and that County Staff conducted “more outreach than usual.” This misses the fact that only 3 weeks elapsed between the first notice of a potential moratorium on May 5, 2022, and the Board of Supervisors’ vote to enact it on May 24, 2022. As a result, any homeowners who were caught unaware (as at least one commenter in the Report was), or who didn’t complete all required formalities in under 3 weeks, was shut out of operating an STR for at least two years, and possibly indefinitely. Some of the undersigned barely made the cut-off.

One thing the Report does illustrate is the irony of the moratorium working against its own stated purpose. Namely, in the brief, three-week window between the announcement of a moratorium and its enactment, 150 property owners registered STRs. This shows that the law of unintended consequences is alive and well: in seeking to cap the number of STRs in West Marin, the County caused that number to jump by around 30%, leading to far more STRs than likely would have been operated absent governmental intervention. The Commission should keep the law of unintended consequences in mind as it considers future policies, as even well-informed policies (which, we submit, the moratorium was not) may undermine or lead to the opposite of the intended result.

### **PUBLIC OUTREACH**

The Report notes that meetings and outreach have continued since the moratorium passed. As noted above, County Staff presented unreliable projections in lieu of actual data in the County’s possession concerning the economic realities of STR operations. Despite this being noted at the time, the Report does nothing to provide missing context and supply actual, reliable data. We are left with the abiding impression that Staff have presented divisive dichotomies of STRs vs. long-term renters and offered “solutions” in search of a problem, without actually



meaningfully engaging on the broader question that can unite the community: how to create more housing for lower- and middle-income current and would-be residents.

## **PROJECT SCHEDULE**

Here, the Report notes that the County seeks to have permanent regulations implemented by the time the moratorium expires on May 23, 2024. However, despite drafting vague Guiding Principles, Staff has never disclosed what the draft regulations will look like, and their release date keeps getting pushed back. We are extremely concerned that, as with the snap decision to implement a moratorium on just 3 weeks' notice, too little time will be allotted to garner meaningful feedback from all stakeholders, including visitors to the area who do not reside locally and may not have their finger on the pulse of this issue.

## **DISCUSSION; STR SURVEY**

In this section, the Report discusses a survey conducted by the County. As indicated, fewer than half of the individuals self-reported that they live in Unincorporated Marin. However, the recommendations of Staff seemingly privilege the desires of this group over all other stakeholders. No explanation or justification is provided for this.

## **SOCIAL EQUITY**

This portion of the report recites laudable goals, but fails to connect them to the regulations under consideration. The only ostensible link is the unsubstantiated claim that "STRs create a strain on the housing market." This ignores entirely the number of individuals, many of them low- and middle-incomes and people of color, whose livelihoods depend in whole or in part on the STR economy, and who would be adversely affected (if not forced to relocate elsewhere) if STRs were further restricted. Some of these individuals spoke eloquently at community meetings dedicated to STRs, and stated that they and many individuals they work with would be adversely affected by a reduction in STR activities. The Report's failure to include these voices is unexplained and inexplicable.

## **DATA ON SHORT-TERM RENTALS**

Pages 8-10 of the Report recite certain data about STRs. The data on page 8 appear to be incomplete, as they compare STRs in unincorporated West Marin with unincorporated East Marin without so noting (the same data were presented by Staff last year, where it was noted that the East Marin figures are for unincorporated areas). Thus, the impressions left with the Commission are that over 70% of all STRs in the entire County are in West Marin, or that a tiny fraction of parcels elsewhere are used as STRs. This is not the case, as the majority of developed parcels in the County are in incorporated areas. Further, several municipalities in Marin ban STRs outright, and thus are not a valid basis of comparison. The Report fails to account for this fact in its presentation.

The data on Page 9 confirm what many commenters have noted: that the majority of homes in the Coastal Zone are not primary, owner-occupied residences. This is reflective of the

fact that, for generations, most of this area has been a vacation destination, with a high proportion of second and summer homes that have spare capacity to utilize as STRs without adversely affecting renters or full-time residents. It also underscores that policies that may make sense in a dense urban area primarily characterized by long-term occupancy are not well-suited for rural West Marin.

The data on Page 10 show that STRs serve a vital role in using housing stock that would otherwise sit vacant to accommodate the many visitors to the region. The majority of non-STR housing “units” for visitors are campsites; while camping is wonderful, many visitors want or need a roof over their head. Were STRs to be curtailed or eliminated, there would be no other way to accommodate current levels of visitors than through a massive influx of hotels, inns, bed-and-breakfasts, and the like. This would prove far more disruptive for the community and environment than the use of already-existing homes that can be efficiently made available to visitors as STRs. It would also shut out individuals, many of them younger and more diverse than the median West Marin resident, for whom STRs are more economical than hotels.

The last chart on page 10 appears to be incomplete. It is not clear what it represents – STR revenue or hotel revenue? If the former, it confirms that Staff can access data concerning STR revenues quite readily, but simply has chosen not to in most instances.

Finally, one relevant dataset the Report inexplicably does not present are the taxes generated and remitted by STRs in West Marin. The 10% transient occupancy tax paid by all STRs since mid-2018 has cumulatively contributed \$24,938,312 to the County. On top of that, Measure W taxes have contributed \$2,993,103 to fire protection for West Marin and another \$2,993,103 to housing specifically for West Marin.<sup>1</sup> This means that, aside from their many positive impacts on the local economy, STRs have contributed a total of \$30,769,549 to the County tax base in under five years. Had the County dedicated even a portion of these transient occupancy taxes toward housing, it could have built dozens of units of affordable housing in the interim. Instead, the County has continually vilified the individuals who own and operate STRs. These divisive tactics are harmful and should stop.

### **Short Term Rental Survey Results**

The Report proceeds to provide a Summary and Key Findings of its survey. However, the County has not shared the raw data underlying the survey, greatly limiting our ability to comment upon it. We ask that the County share the anonymized dataset to enable meaningful community feedback and commentary.

While the Key Findings claim that “a majority of all respondents agree” that certain regulations should be implemented, in each of these cases the “majority” view achieves barely 60% support, and only after combining those who “Agree” with those who “Strongly Agree.” This hardly bespeaks an overwhelming consensus and fails to show a clear consensus that any particular measures are needed at present. And, in none of those cases did a majority of individuals “strongly agree” with the proposition stated. Thus, there is only a mild degree of

---

<sup>1</sup> Figures accessed from <https://data.marincounty.org/County-Government/Transient-Occupancy-Tax-Revenue/mhtq-t6fz> on June 8, 2023.

support for only a handful of potential regulations. Namely, there is only a small degree of net support for the following propositions:

6. Short Term Rental owners should have to show that their property meets basic building safety standards.
7. Short Term Rental owners should have to show that their property meets basic septic system standards.
8. Short Term Rental owners should have to show that their property has enough onsite parking.
9. The County should require Short Term Rental owners to have adequate water supply and water conservation measures in place.

While these are important issues, the Report presents no data, or even anecdotes, that STRs in West Marin have been the subject of a meaningful number of building safety, septic, parking, or water conservation concerns. It instead simply struck a slight majority of individuals that these are good goals. The Report does not explain how owners would be required to make the required showing, nor how often, nor what new burden it would impose on the County to inspect hundreds of properties for compliance with such rules. Before recommending that further burdensome and amorphous certifications be required of homeowners, the Commission should inquire if there is any *data* that such issues actually are in need of further legislation, and weigh the costs of enforcement and potential unintended consequences against the purported benefits (and, it bears reiterating, no concrete benefits have been identified to date). Moreover, requiring that STR owners make a showing of building safety, septic, and parking requirements has nothing to do with the ostensible purpose of this hearing: promoting long-term housing.

### **Community Comments**

After the text of Ordinance No. 3739, the Report provides Community comments. By our tabulation, 50 written comments were submitted. Of these, 40 comments, or 80%, spoke in favor of STRs and the many benefits they provide. A small number of comments were opposed to STRs in some degree, but even these showed a range of views. Very few individuals favor abolishing STRs, while a handful of others favor certain regulations (this included some STR operators themselves). We believe that the text of the Staff's Report did not fully capture the sentiments presented in the comments, so we commend and urge the Commission to review the Comments carefully.

### **Facts Concerning STRs in West Marin**

Below, we provide further perspective concerning the benefits STRs provide to West Marin.

- a. STRs Provide Sustainable Access to the Coast for a Diverse Group of Visitors.*

As noted above, several communities in West Marin were founded as, or have long been, visitor- and vacation-oriented communities. In the second half of the Twentieth Century, more

year-round residents began to live in West Marin. With the creation of Point Reyes National Seashore, coastal communities became a gateway to a national park that generations have come to cherish.

STRs allow the County to provide access to the National Seashore and the surrounding area to a diverse group of individuals with minimal adverse impacts on the communities. By utilizing existing homes that would otherwise sit empty when their owners are away, STRs make sustainable use of existing structures, avoiding the need for construction of large hotels or other complexes that would concentrate traffic, noise, and other unpleasant side-effects in one place. STRs also provide a unique experience by providing privacy and intimacy that are typically not found in hotels. Finally, STRs are a good value, as an entire family or group of friends may stay in one locale for far less than the equivalent cost of a block of hotel rooms. STRs help make West Marin accessible to a younger and more ethnically and socio-economically diverse group of visitors than is represented by the median year-round resident of West Marin. Several comments to the Staff Report reflect this.

*b. STRs Support Local Businesses and Workers*

STRs employ, directly or indirectly, many individuals in West Marin. This includes tradespeople and gardeners who improve and maintain properties, house cleaners, and owners and employees of local business patronized by guests. Overnight guests also tend to spend more money at local businesses than day trippers.

Studies by the National University System Institute for Policy Research and the Milken Institute indicate that for approximately every \$65,000 spent on STRs, a job is created or supported through direct or indirect economic benefits. By this measure, STRs support well over 100 jobs in West Marin. The Staff Report does not address the economic benefits that STRs provide, nor the adverse impacts that would be suffered by individuals, many of them lower- or middle-income, people of color, and members of marginalized communities, in the event that further stringent STR regulations are enacted. It is noteworthy that many of the loudest anti-STR voices are reflective of the privileged demographics of West Marin: older, wealthier, less diverse.

*c. STRs Provide Substantial Revenues Through TOT Taxes and Measure W Taxes*

In 2018, Measure W imposed a 4% supplemental transient occupancy tax (TOT) on STRs (which, incidentally, hotels and traditional lodging options are exempt from). Half of these tax revenues are earmarked for community housing; the other half is earmarked for emergency services. STRs also provided transient occupancy taxes to the County. These significant contributions are noted in detail above.

*d. STRs Reduce Traffic and Emissions*

Finally, STRs reduce the number of “day-trippers” by allowing multi-day experiences without repeated and long drives to and from other parts of the Bay Area or beyond. This reduces traffic at chokepoints like Highway 1 at the intersections of Point Reyes-Petaluma Rd.,

Levee Rd., and Sir Francis Drake. It reduces the number of cars transiting through Inverness, Pt. Reyes Station, Olema, Bolinas, and other coastal villages with limited means of ingress and egress. This helps alleviate congestion, reduce emissions, and allow access for emergency vehicles.

## Conclusion

Our takeaway points are as follows:

1. The Commission should focus on the important role that STRs provide in guaranteeing access to the Coast, especially for the younger, less wealthy, and more diverse group of visitors who do not have the privilege of residing in West Marin full-time.
2. The Commission should focus on the positive economic impact that STRs provide for local communities, including lower- and middle-income individuals, as well as people of color and marginalized communities.
3. The Commission should focus on how STRs provide a flexible, pragmatic, low-impact, environmentally sound way to provide access to the coast using already existing infrastructure in a way that new hotels, motels and the like simply cannot.
4. The Commission should focus on data, not anecdotes and unsubstantiated claims.
5. Before considering, sponsoring or enacting any particular legislation, the Commission should ensure that it is well-supported and not the result of a one-sided presentation of claims.
6. The Commission should remain attuned to the law of unintended consequences and the fact that good intentions alone are not sufficient to craft good policy.
7. To increase housing availability and affordability, the Commission should seek out holistic measures that promote and create more housing for all. Singling out STRs will not accomplish this.

We thank you for your time and attention to this important matter.

Respectfully,

Sean Callagy  
Claire Hunsaker  
Jeanice Skvaril  
Rachel Dinno  
Scott Grooms  
Meg Cadiz  
Ramon Cadiz  
Cynthia Gerlinger  
Tom Peters  
Blair Peters

Anna Desenberg  
Kim Desenberg  
Loren Quaglieri  
David Evans  
Claire Herminjard  
Frank Leahy  
Rachel Gaunt  
Sarah Butler  
Beau Vincent  
Jose Contreras

William Taylor  
Ashley Tobin  
Jim Watters  
Mike Durrie  
Catherine Lucas  
Michael Anderson  
Anna McDonnell  
Anna Edmondson  
Peter Rumsey

**I am Jennifer Golub and thank you for this opportunity.**

I live in Inverness. In the hospitable tradition of bed and breakfasts, I have rented my home on a part time basis over the last x5 years to a diverse community of schoolteachers, academics, and public servants. People desire access over weekends and holidays, providing enjoyment of the bounty of West Marin, adjacent to National Parkland.

**X4 Headlines:**

**Seniors, Nimbyism, Fire and Community.**

**#1: Seniors:**

Seniors 65+ need income for survival.

**This moratorium is discriminating to seniors.**

I am dependent upon \$50k a year rental income generated by short term rentals to cover surgeries, food, fuel costs and extensive land stewardship. Our survival is dependent upon short term rental income.

**#2: Not in my backyard:**

**This moratorium is discriminating to low- income families.**

Among 53 California counties, Marin County, has the unfortunate distinction of being the most segregated county in the state.

**So one cannot compare Marin to other California counties**, that are diverse and have public access. There has been no investment in accessible public transportation. And regular folks can't afford to stay more than a weekend. Only the privileged can take 30 days off.

Marin has virtually built a Wall.

**#3: Fire:**

As a homeowner, **safe land stewardship is one of the costliest aspects of living in West Marin County**, an average of \$15k a year to remove deadwood. Residents have to fund generators and sprinklers, tools for survival. My guests are left printed emergency instructions and I have never had an issue.

**#4: Spirit:**

I live here. **I am not an investor.** These are my neighbors. My friends. This contested moratorium is ruining a peaceful community in West Marin County. It is a blunt draconian legislation that serves no one. My guests support the restaurants, the shopkeepers, and the local economy. I should be able to rent my home at will. With no harm. No intrusion, with a joyous welcoming spirit.

Thank you.

Jennifer Golub



**From:** [STR](#)  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: Short Term Rental Workshop  
**Date:** Friday, June 9, 2023 2:00:14 PM

---

Hi Michele,

Can you please forward this as well. Just a heads up, I have a few more that will be coming your way.

Thanks,

Kathleen

**From:** David Lewis <djllewis@ucanr.edu>  
**Sent:** Friday, June 9, 2023 9:19 AM  
**To:** STR <str@marincounty.org>; Kilgariff, Kathleen <KKilgariff@marincounty.org>; Lacko, Leslie <LLacko@marincounty.org>  
**Cc:** Lily Verdone <lverdone@malt.org>; Zach Mendes <zmendes@malt.org>; Metha Klock <mklock@malt.org>; tvtrotter@ucanr.edu  
**Subject:** Short Term Rental Workshop

Hello Kathleen and Leslie,

As Marin County proceeds with its exploration of affordable housing and short-term rental solutions, including the Planning Commission workshop Monday June 12, 2023, UC Cooperative Extension Marin (UCCE Marin) and the Marin Agricultural Land Trust (MALT) are ready to work with the community and Community Development Agency going forward. We have received comments and concerns from and continue to engage with agricultural producers that integrate farm stays into their agricultural operations. Agricultural diversification has long been recognized and valued in the Countywide Plan for supporting the sustainability of Marin's farms and ranches, building strong community relationships and a local food system. It also aligns with California State legislation for agricultural home stays. Please rely upon UCCE Marin and MALT going forward to be a resource and active partner to understand the importance of agricultural diversification through farm stays and to engage and work with the broad community on solutions for accessible and affordable housing and short-term rentals going forward.

Thank you,

David J. Lewis  
Director  
UCCE Marin

Lily Verdone  
Executive Director  
MALT



**From:** [STR](#)  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: Comment on analysis and equity in the staff report  
**Date:** Friday, June 9, 2023 2:00:16 PM  
**Attachments:** [One Bedrooms in West Marin - ABB.pdf](#)  
[One Bedrooms in West Marin VRBO.pdf](#)

---

Hi Michele,

Can you please forward to the Planning Commissioners?

Thanks,

Kathleen

---

**From:** Claire Hunsaker <chunsaker@gmail.com>  
**Sent:** Friday, June 9, 2023 9:04 AM  
**To:** STR <str@marincounty.org>  
**Subject:** Comment on analysis and equity in the staff report

You don't often get email from [chunsaker@gmail.com](mailto:chunsaker@gmail.com). [Learn why this is important](#)

Dear Dennis, Kathleen, Board -

I am writing to express a few concerns regarding the Planning Department's report on STRs. While I understand the complexity of this issue and applaud the Kathleen's exhaustive approach, I believe some aspects of the report require further examination to ensure a comprehensive and balanced evaluation of the situation.

Firstly, the report does not provide data on occupancy, pricing, price per visitor, or capacity for STRs, which are critical to an accurate comparison with commercial units. Such a comparison, without adequate county data for STRs to support the analysis, seems problematic if not biased. Further, the statement that STRs "can average around \$550 per night" suggests a range of averages across various communities and properties. The report seems to include all property sizes in their STR average. In contrast, pricelabs indicates an average daily rate of \$200-250 for a one-bedroom unit, which is still larger than a hotel room (attached). To provide a more accurate analysis, the planning commission should **apply the same evaluation across different geographies and property capacities for STRs as has been done for commercial units.**

It's also crucial to note that on a per bed or per occupant basis, STRs may potentially contribute more efficiently to visitor capacity than traditional hotels, while giving more back to the community. They may be priced lower than hotels on a per-visitor basis and require more maintenance and staff, providing more jobs.

Second, it seems the report compares the cost of renting an entire house in one particular area to the cost of booking a campsite, since the analysis includes campgrounds as commercial accommodation. Campsite users can pay as little as \$7, which radically alters the average for

commercial units. **Campground capacity should be considered separately** from "available beds" as the County considers visitor capacity planning.

Third, **Please use the county data.** The request for owners to share their occupancy data to challenge the report's 84% STR occupancy claim seems unnecessary given that the county collects this information through the Transient Occupancy Tax (TOM). This county data will be far more accurate than figures from platforms like Pricelabs or AirDNA, which both include owner occupancy in their occupancy rates.

Fourth, **on the issue of STRs allegedly "hollowing out local communities", no data in the report to support this claim** other than opinion commentary. There's no denying the importance of preserving the social fabric of our towns and villages, but anecdotal sentiments should not override actual data, especially when communities such as Stinson and Dillon Beach generally express support for STRs.

Lastly, the report seems to overlook the significant percentage of long-term vacation homes in West Marin. These homes constitute 67% of the housing in the analysis, with 80% of them not operating as STRs. Thus, 54% of the homes in question are owned by one family who reside in the community, but like many contributing factors to housing prices, these properties and homeowners are not targets for regulation. This suggests **the real target of opposition and regulation is visitors, who are generally less wealthy and more diverse than our homeowners. If we really support equity and inclusion, we need to make space for the people we intend to include.**

I humbly urge you to consider these points as you review the report from the Planning Department. It is paramount that our county's policy decisions are based on comprehensive, balanced, and accurate information. I trust in your commitment to safeguarding the interests of all Marin County residents and visitors alike.

Thank you for your time and consideration.

Best Regards,  
Claire Hunsaker

**From:** STR  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: STR  
**Date:** Friday, June 9, 2023 2:05:10 PM

---

Please forward to the Commissioners. Thanks!

**From:** Windsong Guest Yurt <[info@windsongcottage.com](mailto:info@windsongcottage.com)>  
**Sent:** Friday, June 9, 2023 1:36 PM  
**To:** STR <[str@marincounty.org](mailto:str@marincounty.org)>  
**Subject:** STR

10/10/2023 10:10:10 AM You don't often get email from [info@windsongcottage.com](mailto:info@windsongcottage.com). [Learn why this is important](#)  
Hello Kathleen

I will not be able to attend the upcoming meeting on the 12th due to travel.

I would like to point out I've been in business since 1988 long before Airbnb, etc.

As it stands I believe my STR licence cannot be transferred, if and when I sell my house, to a new owner that lives on property.

I've built up much good will over all those years and many repeat guests.  
Not being able to include my business to a new owner if and when I sell, the County will be taking away my business and my good hard work.

Somehow, perhaps grandfathering the few of us in business that long, allowing a transfer of a licence to a new live on property owner could be included in new regulations.

Please include this email in the meeting.

Thank you in advance.

Anthony Ragona  
Windsong Cottage  
Point Reyes Station  
415-663-9695

**From:** STR  
**To:** Damazyn, Michele  
**Subject:** FW: Support for West Marin STR Regulation Priority Proposals  
**Date:** Friday, June 9, 2023 2:04:52 PM

---

Please forward this one as well.

**From:** Janine Shiota <janine.shiota@gmail.com>  
**Sent:** Friday, June 9, 2023 11:08 AM  
**To:** STR <str@marincounty.org>; Rodoni, Dennis <DRodoni@marincounty.org>  
**Subject:** Support for West Marin STR Regulation Priority Proposals

Some people who received this message don't often get email from [janine.shiota@gmail.com](mailto:janine.shiota@gmail.com). [Learn why this is important](#)

Dear Marin County STR and Office of Dennis Rodini,

Please register my support for the proposed regulations on STRs put forth by the West Marin Residents for Housing as listed below.

Hope you will enact these common sense regulations. We are not against the STR as a means of private individual person supplementation of income, but bigger corporate interests and speculative investors have taken away long term housing stock and affected communities adversely.

Please take these very well researched and fully considered approaches to Marin County's STR program.

Best,  
Janine Shiota  
Bolin, CA

\*\*\*\*\*

### Proposed Regulations

These elements we consider to be essential to an equitable and effective STR Regulatory Program:

1. Guest space rented by a Primary Homeowner who is in residence during the rental, and whose space has fewer amenities than would qualify it as an Accessory Dwelling Unit (ADU) or a Junior Accessory Dwelling Unit (JADU), is instead defined as a traditional "Bed-and-Breakfast" rental and is exempt from this regulatory program.
2. All STR operators must obtain a County License that must be re-applied for every 2 years, with renewal subject to compliance with all Program elements, payment of all Transient Occupancy Tax (TOT) due, minimal complaint history, and the village's cap

discussed below.

3. License acquisition and renewal requires compliance with all health-and-safety building codes (such as for septic, fire, water, electrical, and plumbing), which are already enforced for motel, hotel and inn licensing. The County could consider a low-interest, long-term loan program, designated for low-income Primary homeowners, to support buildings coming into compliance, e.g. as with the Bolinas septic-upgrade program. A Safe Harbor provision could be included in the regulations, modeled in part on the County's Solar energy permitting approach, whereby applicants will not be penalized for attempting to come into compliance with these provisions.

4. There will be a cap set on the number of licenses issued to each village, informed both by historical use and by current demand for affordable housing, especially affordable workforce and senior housing. Other licensing requirements should be the same for all villages. There are many examples of caps being implemented, see below: they may be constructed legally, according to the Coastal Commission, and they have survived Takings challenges.

5. To incentivize the creation of new long-term housing, an exception to the cap could be granted for property-owner's building or converting a new (J)ADU if either that unit or main house is thenceforth rented long-term.

6. Priority for issuing licenses shall be given to those for which a full-time resident lives on-site. Prioritization could also be considered for those that are longest-operating and for lowest-cost STRs. Cost could be defined as cost/night per person of advertised occupancy.

7. Licensees must be the property owners and a Natural Person as legally defined. STR operation by property-owners who are LLCs, investor or time-share groups, or consortiums of any kind should be prohibited.

8. Only one STR unit should be issued per licensee, Countywide.

9. For Unhosted STRs, licensees must designate a Manager who is a legally defined Natural Person and who is on call during the entire rental period to respond within ½ hour to any tenant or neighbor issues. If the Manager is not a resident of the STR, then the Manager should be a licensed real estate broker, or an individual with demonstrated expertise in the STR regulation and located in West Marin.

10. The County should earmark funds from the STR Licensing and TOT revenue to provide sufficient funds for enforcement of these regulations.

11. Once implemented, Data should be collected on STR operations to monitor the impact of the program and progressively improve it.

--

Janine Shiota

415-425-4579

[janine.shiota@gmail.com](mailto:janine.shiota@gmail.com)

**From:** [STR](#)  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: West Marin STR Public Comment  
**Date:** Friday, June 9, 2023 2:54:04 PM

---

Can you please forward this email as well?

Thank you,

Kathleen

-----Original Message-----

From: Don Smith <[don@horizoncable.com](mailto:don@horizoncable.com)>  
Sent: Friday, June 9, 2023 2:41 PM  
To: STR <[str@marincounty.org](mailto:str@marincounty.org)>  
Subject: West Marin STR Public Comment

Dear Planning Commissioners,

County data show STR earnings to be TWICE what long-term renters can pay. This has seduced many Bolinas primary homeowners into evicting their renters and switching to STR.

Adding to the problem, the ability to STR has brought many new second-home seekers into the market who would not have been able to afford a second home otherwise. They can far outbid folks looking for a home to LIVE in, because STR can pay a second-home mortgage but not the mortgage on a home in which someone's living. Consequently, people seeking their FIRST home are shut out by people wanting a second or third home. This is WRONG.

Even worse, we have out-of-town investment groups and commercial entities under LLCs buying up houses in RESIDENTIAL neighborhoods and turning them into timeshares or boutique hotels. This is WRONG.

Our workforce and seniors are being driven out of town. Our school population is HALF what it was before AirBnB. We have trouble finding people to serve on Boards and Fire crews. Our communities are dying.

There are other drivers of housing cost too, of course. And we have to provide SOME accommodations for visitors too, of course. But STR conversions are making rentals scarce at any price, and are driving up both rents and purchase prices.

We need a cap to be set on the number of STRs in each West Marin village that is much LOWER than the current number. Freezing the status quo will instead legitimize the removal of our housing stock at an unacceptable level, and it will take DECADES for attrition by home sales to bring this down to the appropriate level.

We also need to prohibit timeshares and investment clubs/platforms by requiring individual or family ownership, and by allowing only one STR per property-owner Countywide. Requiring STRs to meet the same health and safety Codes as for motels and inns would further level the playing field.

Marin is very late compared to other CA Coastal jurisdictions in regulating STRs, so we need to work hard to put in place strong regulations as soon as possible and not let profit and greed win the day. Social justice and community vitality must take precedence over profit-making and real-estate speculation.

Sincerely,

Don Smith, homeowner

PO Box 67, Bolinas

Member, BCPUD Board of Directors, 2003-2022 Member, Bolinas Community Land Trust, Bolinas Community Center

**From:** [STR](#)  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: Cap Short term rentals  
**Date:** Friday, June 9, 2023 3:51:33 PM

---

Can you please forward this communication to the Planning Commission? Thank you!

**From:** meg simonds <[simonds.meg@gmail.com](mailto:simonds.meg@gmail.com)>  
**Sent:** Friday, June 9, 2023 3:25 PM  
**To:** STR <[str@marincounty.org](mailto:str@marincounty.org)>  
**Subject:** Cap Short term rentals

You don't often get email from [simonds.meg@gmail.com](mailto:simonds.meg@gmail.com). [Learn why this is important](#)

It is imperative to continue supporting controls on STR's. Our communities need housing for families and Measure W is one way to help keeping families here in West Marin.

I urge you to continue to in this direction, our quality of life depends on it.

Many thanks.

Meg Simonds, resident for 44 years

And Mark Butler, resident for 39 years



## **Damazyn, Michele**

---

**From:** Christopher Harrington <chris94970@gmail.com>  
**Sent:** Saturday, June 10, 2023 3:22 PM  
**To:** PlanningCommission  
**Cc:** Jones, Sarah; Kutter, Rhonda  
**Subject:** STR Regulations

6/9/23

### **Marin County Planning Commission**

3501 Civic Center Drive, Suite 308  
San Rafael, CA 94903

Dear Commissioners,

My name is Chris Harrington. I have been a real estate broker in Stinson Beach since 1990 and am a former owner of Oceanic Realty. I sold the business to two employees in 2004 and continued as a broker associate for some years. I am now mostly retired and restrict my professional activities the creation of affordable housing here in our village.

Stinson Beach has always been a resort town. When I started at Oceanic Realty my job was the management of rental homes. There were about 40 vacation rentals (STR in today's parlance) and about 15-20 long-term rentals. Most of the vacation rentals were owned by families whose use of the properties was interspersed with the homes' rental schedules, although there were some properties the primary use of which were rentals. The marketing goal for the vacation rentals was to create a cadre of repeat tenants who returned to the same properties at about the same time each year and fill in any gaps with new visitors. Then as now, there were a substantial number of second homes that stood vacant for most if not all of the year.

The long-term rentals in Stinson were less expensive than those in Sausalito and Mill Valley, and were occupied by local work force members, people with jobs "over the hill," retirees, public employees and some pretty good musicians and writers. While there were some handshake deals, leases were normally a one-year term, and there was an infrequent transaction in which a home was rented long-term to a family which agreed to vacate the property for a regular period each year, the month of August say, and allow the owner family that seasonal use. The tenants would load up the Volkswagen Van and go to Yellowstone or some other must-see vacation spot. Home purchases were expensive even then, and while there were some vacant lots available, they were infill rather than multiunit tracts.

Our home cleaning company owners and many of their staff members lived in Stinson and Bolinas, as did gardeners, irrigation system workers and two handyman services owners and staff. Carpenters, painters, plumbers (there were two), and other construction tradesmen

including contractors could be found most mornings in the Parkside Restaurant. There was one other real estate firm in town, and then a third was opened. Some of the vacation rentals were shared by the brokerage companies, most were exclusively controlled by one company.

Real estate values in the Bay Area increased in value in the late 20<sup>th</sup> and early 21<sup>st</sup> Centuries with some slowing during the 2000 dot-com bubble burst, the 9/11 attack and the 2008 Great Recession. This was the pattern in Marin County. West Marin became more and more desirable as a visitor destination with extensive public lands, beaches, hiking trails and unique villages with restaurants, interesting shops and overnight accommodations. Second homes in the area grew in attractiveness to a more affluent audience, many of whom had done well in Silicon Valley. The increased purchases led to substantial increases in price. Left out of this growing second home market were people of more modest means with the same ownership ambition. And then came AirBed&Breakfast, soon to be Airbnb.

By 2012 Airbnb had done its 10 millionth booking and had a market presence in 12 countries. By 2014 it had a market valuation of \$13billion. The market had clearly validated the efficacy of Airbnb's business model.

The impact on the Stinson Beach real estate market was dramatic. This Company provided an avenue for new owners to create a per-night, hotel level income stream from a modest Stinson home in the beach area to assist in meeting debt service and other ownership obligations that the growing acquisition price created. These sales drove prices further up and led to buyer interest in purchasing long-term rental properties where proforma rents based on a short-term rental scenario could greatly exceed long-term rates. Moreover, because of the growing number of Airbnb type properties in town, valuation assumptions started to include a handsome income component based on an overnight rate which at 50% occupancy equaled or exceeded a long-term rent, increasing prices further. The Airbnb fee grew with some ad-ons and included cleaning crews, payment of transient occupancy taxes and other administrative fees. And the owner had a second home at the beach.

Targeting long-term rentals in the brokers' quest for sales transactions for would-be short-term rental operators became a standard search mode. The loss of those rentals displaced single residents, families, kids in school, workers, retirees, house cleaners, gardeners, lawyers, painters, teachers, electricians, plumbers, volunteer firemen, friends, bridge players, casual acquaintances you only saw at the library or the post office whose name you sometimes couldn't remember. This loss drove up rental rates in the surviving long-term rentals, which seemed oddly unfair in a perfectly predictable supply-and-demand way. It reduced the community in an undeniable way.

Finally, in 2016 a group of us started the Stinson Beach Affordable Housing Committee, an unincorporated association, to see if we could create some affordable housing. Our first project to preserve some existing low end market rate housing was an eight-unit apartment building occupied by a group of very longtime residents, several of whom were retired. Their building was

being divided into tenancy-in-common units and being marketed as second home, Airbnb type units. After more than a year of scrambling, fund raising from generous community members and with the help of then Supervisor Steve Kinsey, the partnership of Community Land Trust of West Marin (CLAM), grants from the County and Marin Community Foundation and a substantial discount from the owner and the forgoing of any brokerage fees, the property was acquired and remains a deed-restricted, affordable housing property. We did the same thing in 2020 with a five-unit apartment building housing several longtime residents paying low end market rents. One of the seller's responses to any suggestions of price reductions during the negotiations was "I have offers from Airbnb buyers." We ultimately prevailed in this transaction with Bolinas Community Land Trust as a partner, Dennis Rodoni as our sympathetic Supervisor, grants from both the County and MCF, great support from the community here in the way of funding the equity portion of the acquisition and the forgoing of brokerage fees by both agents in the transaction.

The trouble is that the \$5.3 million in the acquisition of 13 apartment units preserving "affordable" housing to existing and threatened residents is barely a band aid for the housing shortage that we have in Stinson Beach because of dramatic price increases, unavailability of developable land and the erosion of long-term rental units by their conversion to STR. The last substantial multifamily building in Stinson that Stinson Beach Affordable Housing Committee hadn't been able to buy, a nine-unit property, recently converted to all short-term rentals. Stinson Beach has now 192 short term rentals which comprise 27% of our total structures.

I am a member of West Marin Residents For Housing and I support our groups' recommendations for new regulations for the management of STR.

Respectfully,

Chris Harrington

## Damazyn, Michele

---

**From:** Kate Levinson <klevinson@gmail.com>  
**Sent:** Friday, June 9, 2023 11:12 PM  
**To:** PlanningCommission; STR  
**Subject:** In support of the West Marin Residents for Housing Proposal

Some people who received this message don't often get email from klevinson@gmail.com. [Learn why this is important](#)

Having witnessed the changes in West Marin, specifically in Inverness and Point Reyes, since buying our home in 1995, I stand with the West Marin Residents for Housing proposed regulations.

I did not know of their work. I only knew the real estate and vacation rental industries were well organized having attended one of the virtual meetings on this issue. So reading their proposals in the Point Reyes Light tonight gave me a sense of hope that our communities could stop the takeover and even regain some of what has been lost.

I have wept too many times when friends have had to leave the area because the home they were renting was bought by someone else only to find it quickly became a vacation rental. As a business owner in Point Reyes, I witnessed many customers being displaced and unable to find any rentals here.

Beyond disrupting individual lives I believe that so many homes transitioning to vacation rentals has weakened the fabric of our communities. Recently I read that on most of the Greek islands, the number of tourist beds now outnumbers the number of residents' beds. This is what happens to beautiful places these days unless they are protected. Please take care of us, the residents of West Marin, and our communities by not letting this happen here. The costs to the community and neighborhoods are too high.

Sincerely,  
Kate Levinson  
Inverness, CA

## Damazyn, Michele

---

**From:** Kilgariff, Kathleen  
**Sent:** Monday, June 12, 2023 9:50 AM  
**To:** Damazyn, Michele  
**Subject:** FW: Important short-tern rental info.

-----Original Message-----

From: Richard Blair <richard@richardblair.com>  
Sent: Saturday, June 10, 2023 10:52 AM  
To: Kilgariff, Kathleen <KKilgariff@marincounty.org>  
Subject: Important short-tern rental info.

[You don't often get email from richard@richardblair.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

This is letter to voice our experience with being Airbnb hosts.

We have rented through Airbnb for about 5 years. We have over 400 5 star reviews.

As artists, this income has allowed us to stay in Point Reyes, which is an expensive place to live.

We write educational natural history books on Marin, and publish most of the postcards of Point Reyes National Park that people send from here.

We are the kind of people that a community needs to provide enrichment to everyone's lives.

We never could rent our house long term at an affordable rent, because the taxes, mortgage and maintenance preclude an affordable rent.

Our neighbors have had zero problems with any of our guests. We check everyones ratings before we allow them to book.

As we have become friends with our guests, I can tell you that they are a wonderful lot of people - just like our neighbors.

No murderers, just (for example) a foreign editor for the LA Times, lawyers fighting for legal reform in Zimbabwe, a school principal with adopted kids, an African park conservationist couple.

They are great people and we teach them how to have a wonderful stay in our area.

So don't ruin this great thing we have going, because if you do, you'll lose us as community members. Doing artwork won't pay us enough to stay.

Our house will be bought as a weekend getaway for a millionaire.

What will be left is old crab-apples, still complaining about any perceived slight.

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 9:51 AM  
**To:** Damazyn, Michele  
**Subject:** FW: Short Term Rental Feedback

---

**From:** Sam Murch <ssmurch@gmail.com>  
**Sent:** Monday, June 12, 2023 9:39 AM  
**To:** STR <str@marincounty.org>  
**Subject:** Short Term Rental Feedback

You don't often get email from [ssmurch@gmail.com](mailto:ssmurch@gmail.com). [Learn why this is important](#)

Hello,

I write to you as a Marin county resident, and as a renter who is directly impacted by the consequences of short term rentals in my community.

I encourage the county to explore ways of mitigating the harmful effects that short term rentals have on influencing rental and homeownership opportunities.

Here are ideas that I would support:

- Enact a cap on the number of short term rental licenses specific to each village.
- Make those STR licenses available by lottery and for a fixed term
- Investment groups, time share groups, ect should not be eligible for STR licenses.
- Only one STR license per property owner should be allowed.

On the other side of the coin, I encourage the county to seek ways of encouraging homeowners to be incentivized to offer long term below market rate rentals through tax incentives or other mechanisms so help solve the housing crisis that exists throughout West Marin.

Thank you,

Sam Murch

## Damazyn, Michele

---

**From:** Kilgariff, Kathleen  
**Sent:** Monday, June 12, 2023 9:51 AM  
**To:** Damazyn, Michele  
**Subject:** FW: STR ban impact on rental availability  
**Attachments:** Marin STR analysis.pdf

---

**From:** Romeo Arrieta <romeoa@marinrealtors.org>  
**Sent:** Friday, June 9, 2023 4:58 PM  
**To:** Kilgariff, Kathleen <KKilgariff@marincounty.org>  
**Cc:** MAR Government Affairs Director <gad@marinrealtors.org>  
**Subject:** STR ban impact on rental availability

Kathleen,

I wanted to follow up on a conversation about the West Marin Short Term Rental Ban.

I had reached out to the California Association of REALTORS' Policy Economist to look into the impact that the ban has on the availability of supply. He concluded that Data show that the moratorium does not have a significant impact on supply, price, or vacancy rates in West Marin. I wanted to share.

Please let me know if you have any questions.

Thank you,

**Romeo Arrieta**, RCE, AHWD



Chief Executive Officer  
Marin Association of REALTORS®  
40 Mitchell Blvd. San Rafael, CA 94903  
[Romeoa@MarinRealtors.org](mailto:Romeoa@MarinRealtors.org)  
415.507.1011



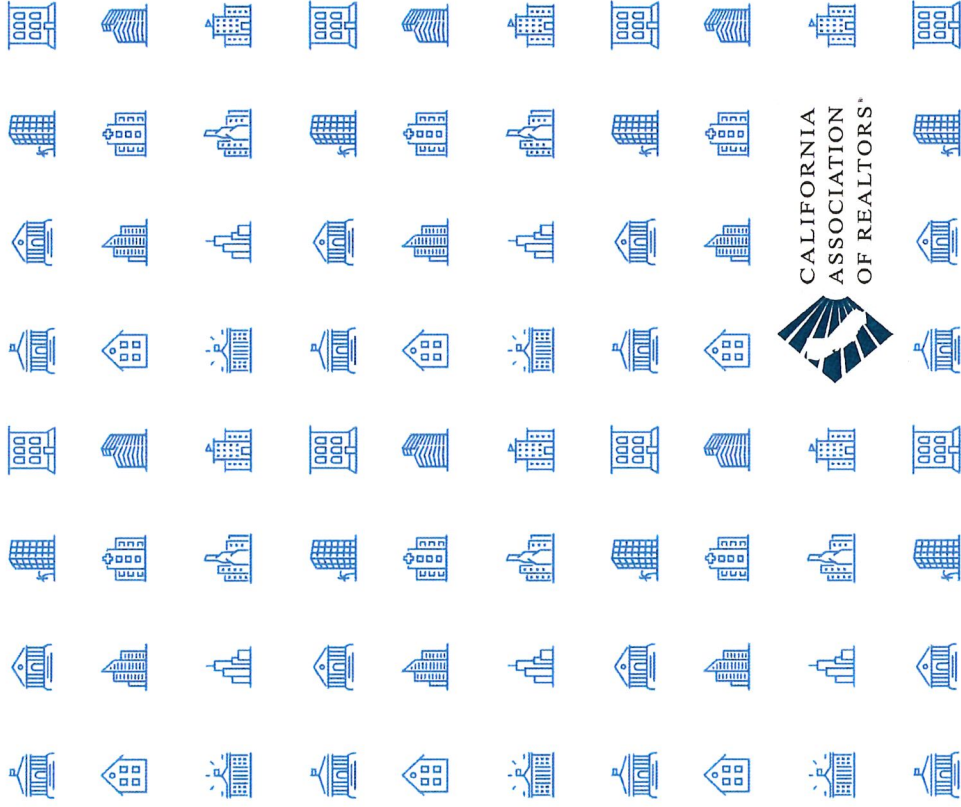


---

# West Marin County Short-term rental analysis

April 4, 2023

Michael Falk  
Public Policy Economist



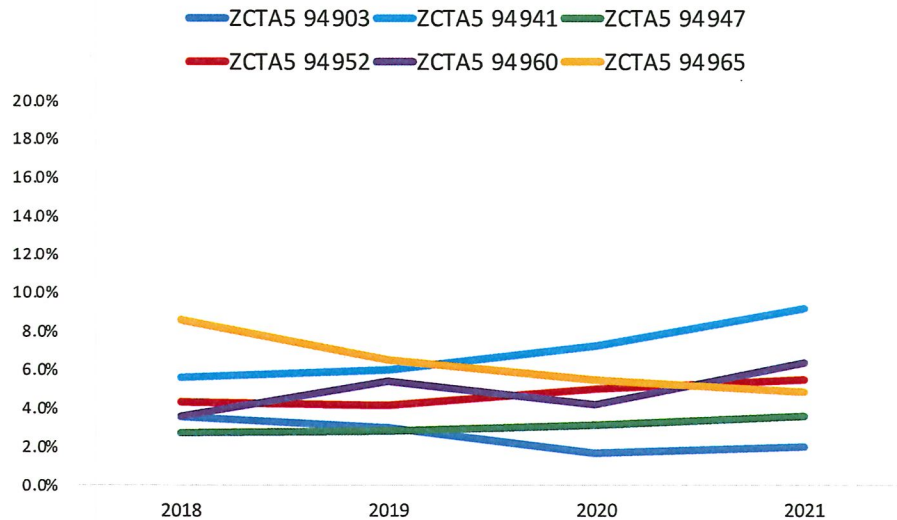
## West Marin County STR Moratorium

- **West Marin has had short-term rental ban since May 2022.** The moratorium was intended to stabilize housing supply, help the local community workforce find more affordable housing, and to allay public safety concerns from long-term residents.
- **Proponents argue that it would create more affordable housing.** Many second home markets contend with limiting housing stock due to STRs but depend on them for economic vitality.
- **Data show that the moratorium does not have a significant impact on supply, price, or vacancy rates in West Marin.**



# Capping STRs would not make a meaningful increase in housing supply.

Vacancy rates in West Marin County zip codes have remained below 10% since 2018.



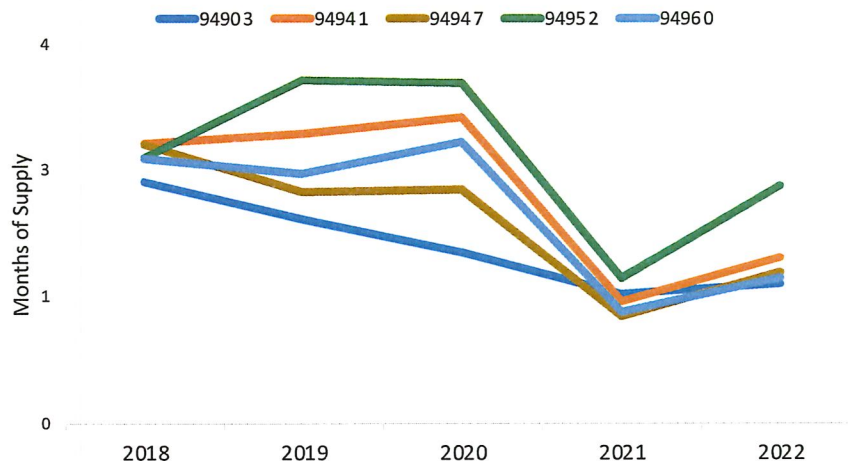
## What does this chart tell us?

The Census looks at vacancy rates, housing units that are being used for vacation rentals, seasonal use, or are on sale. The affected areas of Marin County have historically had low rates of vacancy compared to second home markets like Stinson Beach (63% vacant), Bolinas (41% vacant), and Inverness (33% vacant).

**With the share of recreational/vacation properties remaining relatively steady in Marin, the increasing use of properties as short-term rentals does not appear to be a big factor squeezing primary homebuyers out of the housing market.**

# Capping STRs would not make a meaningful increase in housing supply.

The average months of supply in affected areas of Marin County has dipped below pre-pandemic levels, even while vacancy rates have stayed stable.



## What does this chart tell us?

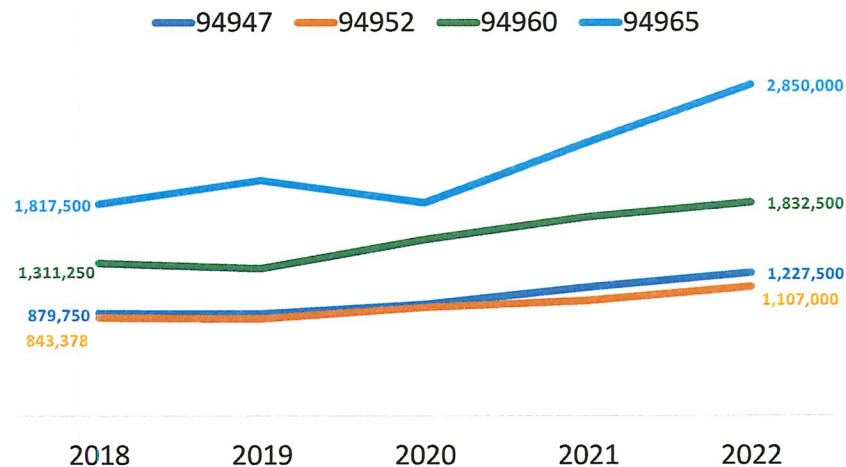
Housing supply is increasingly restricted in Marin County, like the rest of the state. Restricting short-term rentals may free up some housing units for other purposes, but it will not prevent investors or vacation homebuyers from buying the properties.

**Supply had already begun increasing before the moratorium.**

**A better solution to address the housing supply issue is to build more homes.**

## Lack of supply has helped prices accelerate since the pandemic

Median single-family home prices in the four main ZIP codes have increased since 2020.



### What does this chart tell us?

Restricting short-term rentals may free up some supply in Marin; however, since the vacancy rates are so low, it will be unlikely to ease price pressures.

**For community workers, short-term moratoriums will do little to make housing more affordable.**

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 9:51 AM  
**To:** Damazyn, Michele  
**Subject:** FW:

-----Original Message-----

**From:** ChouChou Mora-Lopez <choubedo@gmail.com>  
**Sent:** Monday, June 12, 2023 8:57 AM  
**To:** STR <str@marincounty.org>  
**Subject:**

[You don't often get email from choubedo@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

BAN SHORT TERM RENTALS IN BOLINAS  
THEY ARE KILLING OUR TOWN

Siobhan Mora Lopez

Sent from my iPhone



Marin County Planning Commission  
June 9, 2023

June 9, 2023

Marin County Planning Commission  
Board of Supervisor Chambers, Room 330  
Civic Center  
San Rafael CA

*RE: June 12, 2023 Hearing Concerning Short-Term Rentals in West Marin*

Dear Members of the Planning Commission:

We are members of the West Marin Access Coalition, a grass-roots organization of over 125 individuals, predominantly West Marin homeowners, but including long- and short-term rental hosts, visitors, local businesses, and concerned citizens interested in preserving West Marin's tourism-friendly community. We believe that everyone should have access to the beautiful parks, beaches, and forests of West Marin. We are entirely volunteer-operated and receive no funding whatsoever.

We offer the following comments on the Staff Report to the Marin County Planning Commission ("Report") prepared for the Short Term Rental (STR) Ordinance Update Workshop set for June 12, 2023 before the Commission. These comments are organized to track the organization of the Report itself, and each section should be read as responsive to each corresponding section of the Report. We then conclude with our perspective on STRs, one that we believe is not reflected in the Report.

### **Summary Section**

The Summary of the Report opens by noting that the County is reevaluating its STR Ordinance "to improve the availability of middle- and lower-income housing." Despite this, no part of the Report subsequently addresses means to improve such housing opportunities. It appears that Staff has made the implicit assumption that housing in West Marin is a zero-sum game, one in which short-term rentals and long-term housing are diametrically opposed. A further assumption of Staff appears to be that a forced reduction in STRs will lead to an increase in long-term rentals, or a general lowering of rents. The Report cites no data or even anecdotal support for this proposition. In fact, in comment after comment appended to the report, this unstated assumption is refuted by dozens of individuals who note that their homes are owner-occupied part-time and rented part-time, and thus would not convert to long-term rentals even if STRs were banned. Other comments note that homes serving as vacation home and often worth several million dollars are not suitable or capable of being repurposed into low- or middle-income rental stock. In fact, Supervisor Rodoni stated at his April 14, 2023 meeting in Pt. Reyes Station that it is unrealistic to think that banning STRs outright would lead to more than at most a few STRs converting to long-term rentals, and that we need to be cautious in legislating, lest

unintended consequences predominate. The Report appears to have lost sight of this important consideration.

In sum, the Report has assumed but provided no empirical or even anecdotal support that further limits to, or reductions in, STRs in West Marin will improve the availability and affordability of rental and long-term housing, especially for middle- and lower-income residents and marginalized communities.

### **Background Section**

The Background section of the Report recites the implementation of “Good Neighbor” policies beginning in 2018. What the Report never addresses is whether these Policies have fallen short in any regard. The Report provides no data concerning complaints received by the rental hotline for complaints, nor any indication that significant numbers of complaints have been received concerning sewage, water efficiency, habitability, safety, noise, trash, parking or the other concerns for which County Staff appears to be proposing further regulations based upon the findings from its recent survey. This suggests that the beefed-up Good Neighbor policies that Staff is proposing are a solution in search of a problem.

Moreover, in data presented by the same County Staff just last year, it was noted that the Short Term Rental Hotline received fewer than 2 dozen complaints, *county-wide*, in all of 2021, and just 31 complaints, *county-wide*, in January-September 2022. Since inception of the Hotline, complaints have declined substantially from their peaks in 2019 and 2020, showing that the existing Good Neighbor policies are working as intended and that the vast majority of STRs are operated in a considerate and responsible manner. Further, the most frequent complaint cited was for unauthorized short term rentals – this alone constituted over 36% of all complaints received. This fact is not addressed in the Staff’s current findings and recommendations, or a matter before this Commission. Further, the community that generated the largest volume of complaints was Mill Valley (76 out of 291 complaints, or just over 26%), a municipality not within the current study area.

In sum, the unincorporated West Marin communities have only generated a small handful STR of complaints in recent years. There is zero empirical that it is necessary to implement more stringent “Good Neighbor” policies than those currently in place, which are working as envisioned and intended.

### **Short Term Rentals and Housing in Marin**

In this section, the Report correctly acknowledges that high housing costs and limited housing availability are “longstanding challenges” with many contributing factors. Supervisor Rodoni recognized this at his April 14, 2023 meeting in Pt. Reyes Station as well. And, while the Report cites current information on median home prices and average rents, it provides no data to show how these have changed over time, or whether home prices and rents in Unincorporated Marin have increased more quickly than elsewhere in Marin County, the Bay Area, the state, or the country as a whole. Nor is there data to show how these trends have been affected by the alleged proliferation of STRs. Housing pricing and availability are challenges



felt nation-wide, so the lack of relevant historical or comparative data is disappointing and another weakness in the Report. However, the Report does indicate that average rent in unincorporated Marin is \$600 *less* than the HUD-calculated “fair market rate rent” in 2021.

Despite the paucity of data, the Report makes the unsubstantiated assertion that “[h]ousing shortages and prices are likely affected by the high number of homes used as STRs instead of as permanent residences.” Policies cannot be intelligently crafted based only on what is possible, or unsubstantiated claims that something is merely “likely.”

Tellingly, in this section, the Report also cites no supporting data for the proposition that STRs have driven a housing shortage, nor any effort to analyze or quantify how the many other factors affecting housing in West Marin – minimum lot sizes, restrictive zoning in the Coastal Zone, stringent building requirements, water meter moratoria that preclude new construction, septic and water issues, the high desirability of homes in the area, and the long history of homes in the area being held as second homes – play into this. Instead, the Report has singled out a single variable as though it were the most relevant and impactful. At most, this is a hypothesis, yet despite many years of purported study and analysis by County Staff, there is still zero data to back it up.

The Report also claims that “[a] significant proportion of the housing in some communities has been converted to commercial use in the form of STRs.” Here, the Report apparently assumes that there were few or no STRs before AirBNB and VRBO, or that all housing stock being used in some fashion as STRs was previously occupied solely by full-time residents and renters. But the comments to the same Report show this is false. Several communities in West Marin – including Stinson Beach, Dillon Beach, and Inverness – were all originally founded as vacation communities largely consisting of weekend and summer homes that traditionally sat vacant for portions of the year, and thus represented surplus capacity that STRs are ideally suited to utilize. Those communities have retained that character for generations, even as more individuals have chosen to reside in West Marin full-time. The County’s data bear this out, as they show that 34% of the STRs in Coastal Zone are in Stinson Beach. Another 22% of STRs are in Dillon Beach, and 16% are in Inverness. What that means is that, collectively, over 70% of STRs in unincorporated West Marin are in just 3 communities that each have a long history of being vacation destinations. All of these communities had active STR markets that long predated AirBNB and VRBO.

There can be no dispute that STRs have been a significant feature of how homes in West Marin have been occupied and operated for generations, as several commenters have noted. We can confirm this personal experience, having stayed in, operated, or owned short-term rentals decades before AirBNB and VRBO were founded. The Report seems to recognize the unique history of the region elsewhere. But since the Report makes no effort to track or quantify the changes in STRs in the last decade, it offers no support for the notion that long-term housing “has been converted” to STRs on a meaningful scale. Once more, the Report is, at most, reciting a handful of anecdotes.

Further, uses of property can and do change over time. Some homes that were previously long-term rentals may well have become owner-occupied permanent residences or other uses.

Other homes that were previously owner-occupied or STR's can and do convert to long-term rentals. Unless Staff can present reliable data on the degree of switching over time – and no such data are found in the Report, or have been presented at any time in the last year – it would be fallacious to rely on individual anecdotal claims about STRs displacing long-term residents as the basis for future regulations.

Additionally, the Report notes that comparatively fewer STRs are located in eastern areas of the County. This is no surprise because (1) these areas do not have the same history as a visitor and coastal vacation destination with substantial numbers of second homes, and, (2) many communities in the county severely restrict and in some cases ban outright STRs – something the California Coastal Commission would not permit in rural West Marin, given its proximity to state and national parklands and the coast.

The Report goes on to claim that overnight rates can “average around \$550 per night,” providing no source for this claim. County Staff were previously called out for citing unreliable and unsubstantiated data from a third-party service (AirDNA) that gave vastly overinflated estimates for average prices, occupancy rates, and monthly income from STRs. The County seems to have recognized the flaws in AirDNA's projections, as it has ceased citing them as informative. Moreover, the prior County's reliance on such unreliable projections was especially surprising as the County requires submission of Transient Occupancy Tax reports that demonstrate exactly how much each property generates in STR revenues each month. These data, if compiled, would show that the returns for virtually all STRs are far more modest than the inflated projections indicate, and further, that STRs in West Marin are highly seasonal and have very low occupancy rates in colder, rainier months. We encourage the Commission to ask the County why it has not analyzed the highly relevant data that are already in the County's possession.

While it cites no data in this regard, the Report assumes that the earning potential of STRs “is likely an incentive for property owners to seek STR use, serving visitors rather than traditional renters.” Here, the Report draws a false dichotomy and misses the point that is illustrated in comment after comment: most STR owners use their own homes for significant portions of the year, and a home occupied by a long-term tenant cannot be used by the owner. The Report fails to recognize that a profit-maximizing homeowner in many cases would come out ahead with a long-term tenant, especially given the fact that an STR operator faces higher monthly operations costs and often pays a percentage of their revenues to a local property manager. The Report does not adequately acknowledge that having a long-term tenant would defeat the purpose of owning homes in West Marin for most owners, where owners spend holidays, weekends, and significant blocks of time. The Comments included in the report illustrate this point again and again by noting that if STRs were banned outright, homes would not convert to long-term rentals, but would mostly sit empty or be purchased by individuals wealthy enough to be indifferent to the supplemental revenues STRs provide.

Finally, in this section, the Report asserts that “a high percentage of homes being dedicated to STRs in some smaller towns and villages is seen as hollowing out local communities, adversely affecting the schools and social fabric enjoyed in these smaller towns and villages.” The use of the passive voice here is telling. The Report is once again repeating

anti-STR anecdotes and tropes without trying to acknowledge the counterpoints of individuals who report (several in the comments to the Report) that operating an STR part-time allows them to enjoy closer ties to the community and afford to live in West Marin in the first place. Further, school enrollments in West Marin have been declining for decades, since long before AirBNB and VRBO were founded, and are more likely driven by broader demographic shifts, such as the median age of community members increasing over the last several decades. Furthermore, some community residents choose to send their children to schools outside of West Marin, as is their prerogative. In sum, as with the housing shortage, there is no basis to scapegoat STRs for declining school enrollments.

### **SHORT TERM RENTAL MORATORIUM – WEST MARIN**

This section opens by claiming in part that “community discussions indicated that STR uses may be affecting the supply and affordability of housing.” Once again, the Report cites no data, provides no description of the “community discussions” that took place, who attended, and what was said or presented. Instead, the Report appears to be reciting anecdotes and claims not backed by data or evidence, while ignoring the counterpoints raised in response.

The Report also discusses the moratorium ordinance passed in May 2022 (which the Report calls an “urgency ordinance,” a term never defined or used at the time). The Report claims that notice of the impending moratorium was given far and wide, and that County Staff conducted “more outreach than usual.” This misses the fact that only 3 weeks elapsed between the first notice of a potential moratorium on May 5, 2022, and the Board of Supervisors’ vote to enact it on May 24, 2022. As a result, any homeowners who were caught unaware (as at least one commenter in the Report was), or who didn’t complete all required formalities in under 3 weeks, was shut out of operating an STR for at least two years, and possibly indefinitely. Some of the undersigned barely made the cut-off.

One thing the Report does illustrate is the irony of the moratorium working against its own stated purpose. Namely, in the brief, three-week window between the announcement of a moratorium and its enactment, 150 property owners registered STRs. This shows that the law of unintended consequences is alive and well: in seeking to cap the number of STRs in West Marin, the County caused that number to jump by around 30%, leading to far more STRs than likely would have been operated absent governmental intervention. The Commission should keep the law of unintended consequences in mind as it considers future policies, as even well-informed policies (which, we submit, the moratorium was not) may undermine or lead to the opposite of the intended result.

### **PUBLIC OUTREACH**

The Report notes that meetings and outreach have continued since the moratorium passed. As noted above, County Staff presented unreliable projections in lieu of actual data in the County’s possession concerning the economic realities of STR operations. Despite this being noted at the time, the Report does nothing to provide missing context and supply actual, reliable data. We are left with the abiding impression that Staff have presented divisive dichotomies of STRs vs. long-term renters and offered “solutions” in search of a problem, without actually

meaningfully engaging on the broader question that can unite the community: how to create more housing for lower- and middle-income current and would-be residents.

## **PROJECT SCHEDULE**

Here, the Report notes that the County seeks to have permanent regulations implemented by the time the moratorium expires on May 23, 2024. However, despite drafting vague Guiding Principles, Staff has never disclosed what the draft regulations will look like, and their release date keeps getting pushed back. We are extremely concerned that, as with the snap decision to implement a moratorium on just 3 weeks' notice, too little time will be allotted to garner meaningful feedback from all stakeholders, including visitors to the area who do not reside locally and may not have their finger on the pulse of this issue.

## **DISCUSSION; STR SURVEY**

In this section, the Report discusses a survey conducted by the County. As indicated, fewer than half of the individuals self-reported that they live in Unincorporated Marin. However, the recommendations of Staff seemingly privilege the desires of this group over all other stakeholders. No explanation or justification is provided for this.

## **SOCIAL EQUITY**

This portion of the report recites laudable goals, but fails to connect them to the regulations under consideration. The only ostensible link is the unsubstantiated claim that "STRs create a strain on the housing market." This ignores entirely the number of individuals, many of them low- and middle-incomes and people of color, whose livelihoods depend in whole or in part on the STR economy, and who would be adversely affected (if not forced to relocate elsewhere) if STRs were further restricted. Some of these individuals spoke eloquently at community meetings dedicated to STRs, and stated that they and many individuals they work with would be adversely affected by a reduction in STR activities. The Report's failure to include these voices is unexplained and inexplicable.

## **DATA ON SHORT-TERM RENTALS**

Pages 8-10 of the Report recite certain data about STRs. The data on page 8 appear to be incomplete, as they compare STRs in unincorporated West Marin with unincorporated East Marin without so noting (the same data were presented by Staff last year, where it was noted that the East Marin figures are for unincorporated areas). Thus, the impressions left with the Commission are that over 70% of all STRs in the entire County are in West Marin, or that a tiny fraction of parcels elsewhere are used as STRs. This is not the case, as the majority of developed parcels in the County are in incorporated areas. Further, several municipalities in Marin ban STRs outright, and thus are not a valid basis of comparison. The Report fails to account for this fact in its presentation.

The data on Page 9 confirm what many commenters have noted: that the majority of homes in the Coastal Zone are not primary, owner-occupied residences. This is reflective of the

fact that, for generations, most of this area has been a vacation destination, with a high proportion of second and summer homes that have spare capacity to utilize as STRs without adversely affecting renters or full-time residents. It also underscores that policies that may make sense in a dense urban area primarily characterized by long-term occupancy are not well-suited for rural West Marin.

The data on Page 10 show that STRs serve a vital role in using housing stock that would otherwise sit vacant to accommodate the many visitors to the region. The majority of non-STR housing “units” for visitors are campsites; while camping is wonderful, many visitors want or need a roof over their head. Were STRs to be curtailed or eliminated, there would be no other way to accommodate current levels of visitors than through a massive influx of hotels, inns, bed-and-breakfasts, and the like. This would prove far more disruptive for the community and environment than the use of already-existing homes that can be efficiently made available to visitors as STRs. It would also shut out individuals, many of them younger and more diverse than the median West Marin resident, for whom STRs are more economical than hotels.

The last chart on page 10 appears to be incomplete. It is not clear what it represents – STR revenue or hotel revenue? If the former, it confirms that Staff can access data concerning STR revenues quite readily, but simply has chosen not to in most instances.

Finally, one relevant dataset the Report inexplicably does not present are the taxes generated and remitted by STRs in West Marin. The 10% transient occupancy tax paid by all STRs since mid-2018 has cumulatively contributed \$24,938,312 to the County. On top of that, Measure W taxes have contributed \$2,993,103 to fire protection for West Marin and another \$2,993,103 to housing specifically for West Marin.<sup>1</sup> This means that, aside from their many positive impacts on the local economy, STRs have contributed a total of \$30,769,549 to the County tax base in under five years. Had the County dedicated even a portion of these transient occupancy taxes toward housing, it could have built dozens of units of affordable housing in the interim. Instead, the County has continually vilified the individuals who own and operate STRs. These divisive tactics are harmful and should stop.

### **Short Term Rental Survey Results**

The Report proceeds to provide a Summary and Key Findings of its survey. However, the County has not shared the raw data underlying the survey, greatly limiting our ability to comment upon it. We ask that the County share the anonymized dataset to enable meaningful community feedback and commentary.

While the Key Findings claim that “a majority of all respondents agree” that certain regulations should be implemented, in each of these cases the “majority” view achieves barely 60% support, and only after combining those who “Agree” with those who “Strongly Agree.” This hardly bespeaks an overwhelming consensus and fails to show a clear consensus that any particular measures are needed at present. And, in none of those cases did a majority of individuals “strongly agree” with the proposition stated. Thus, there is only a mild degree of

---

<sup>1</sup> Figures accessed from <https://data.marincounty.org/County-Government/Transient-Occupancy-Tax-Revenue/mhtq-t6fz> on June 8, 2023.

support for only a handful of potential regulations. Namely, there is only a small degree of net support for the following propositions:

6. Short Term Rental owners should have to show that their property meets basic building safety standards.
7. Short Term Rental owners should have to show that their property meets basic septic system standards.
8. Short Term Rental owners should have to show that their property has enough onsite parking.
9. The County should require Short Term Rental owners to have adequate water supply and water conservation measures in place.

While these are important issues, the Report presents no data, or even anecdotes, that STRs in West Marin have been the subject of a meaningful number of building safety, septic, parking, or water conservation concerns. It instead simply struck a slight majority of individuals that these are good goals. The Report does not explain how owners would be required to make the required showing, nor how often, nor what new burden it would impose on the County to inspect hundreds of properties for compliance with such rules. Before recommending that further burdensome and amorphous certifications be required of homeowners, the Commission should inquire if there is any *data* that such issues actually are in need of further legislation, and weigh the costs of enforcement and potential unintended consequences against the purported benefits (and, it bears reiterating, no concrete benefits have been identified to date). Moreover, requiring that STR owners make a showing of building safety, septic, and parking requirements has nothing to do with the ostensible purpose of this hearing: promoting long-term housing.

### **Community Comments**

After the text of Ordinance No. 3739, the Report provides Community comments. By our tabulation, 50 written comments were submitted. Of these, 40 comments, or 80%, spoke in favor of STRs and the many benefits they provide. A small number of comments were opposed to STRs in some degree, but even these showed a range of views. Very few individuals favor abolishing STRs, while a handful of others favor certain regulations (this included some STR operators themselves). We believe that the text of the Staff's Report did not fully capture the sentiments presented in the comments, so we commend and urge the Commission to review the Comments carefully.

### **Facts Concerning STRs in West Marin**

Below, we provide further perspective concerning the benefits STRs provide to West Marin.

- a. STRs Provide Sustainable Access to the Coast for a Diverse Group of Visitors.*

As noted above, several communities in West Marin were founded as, or have long been, visitor- and vacation-oriented communities. In the second half of the Twentieth Century, more

year-round residents began to live in West Marin. With the creation of Point Reyes National Seashore, coastal communities became a gateway to a national park that generations have come to cherish.

STRs allow the County to provide access to the National Seashore and the surrounding area to a diverse group of individuals with minimal adverse impacts on the communities. By utilizing existing homes that would otherwise sit empty when their owners are away, STRs make sustainable use of existing structures, avoiding the need for construction of large hotels or other complexes that would concentrate traffic, noise, and other unpleasant side-effects in one place. STRs also provide a unique experience by providing privacy and intimacy that are typically not found in hotels. Finally, STRs are a good value, as an entire family or group of friends may stay in one locale for far less than the equivalent cost of a block of hotel rooms. STRs help make West Marin accessible to a younger and more ethnically and socio-economically diverse group of visitors than is represented by the median year-round resident of West Marin. Several comments to the Staff Report reflect this.

*b. STRs Support Local Businesses and Workers*

STRs employ, directly or indirectly, many individuals in West Marin. This includes tradespeople and gardeners who improve and maintain properties, house cleaners, and owners and employees of local business patronized by guests. Overnight guests also tend to spend more money at local businesses than day trippers.

Studies by the National University System Institute for Policy Research and the Milken Institute indicate that for approximately every \$65,000 spent on STRs, a job is created or supported through direct or indirect economic benefits. By this measure, STRs support well over 100 jobs in West Marin. The Staff Report does not address the economic benefits that STRs provide, nor the adverse impacts that would be suffered by individuals, many of them lower- or middle-income, people of color, and members of marginalized communities, in the event that further stringent STR regulations are enacted. It is noteworthy that many of the loudest anti-STR voices are reflective of the privileged demographics of West Marin: older, wealthier, less diverse.

*c. STRs Provide Substantial Revenues Through TOT Taxes and Measure W Taxes*

In 2018, Measure W imposed a 4% supplemental transient occupancy tax (TOT) on STRs (which, incidentally, hotels and traditional lodging options are exempt from). Half of these tax revenues are earmarked for community housing; the other half is earmarked for emergency services. STRs also provided transient occupancy taxes to the County. These significant contributions are noted in detail above.

*d. STRs Reduce Traffic and Emissions*

Finally, STRs reduce the number of “day-trippers” by allowing multi-day experiences without repeated and long drives to and from other parts of the Bay Area or beyond. This reduces traffic at chokepoints like Highway 1 at the intersections of Point Reyes-Petaluma Rd.,



Marin County Planning Commission  
June 9, 2023

Levee Rd., and Sir Francis Drake. It reduces the number of cars transiting through Inverness, Pt. Reyes Station, Olema, Bolinas, and other coastal villages with limited means of ingress and egress. This helps alleviate congestion, reduce emissions, and allow access for emergency vehicles.

## Conclusion

Our takeaway points are as follows:

1. The Commission should focus on the important role that STRs provide in guaranteeing access to the Coast, especially for the younger, less wealthy, and more diverse group of visitors who do not have the privilege of residing in West Marin full-time.
2. The Commission should focus on the positive economic impact that STRs provide for local communities, including lower- and middle-income individuals, as well as people of color and marginalized communities.
3. The Commission should focus on how STRs provide a flexible, pragmatic, low-impact, environmentally sound way to provide access to the coast using already existing infrastructure in a way that new hotels, motels and the like simply cannot.
4. The Commission should focus on data, not anecdotes and unsubstantiated claims.
5. Before considering, sponsoring or enacting any particular legislation, the Commission should ensure that it is well-supported and not the result of a one-sided presentation of claims.
6. The Commission should remain attuned to the law of unintended consequences and the fact that good intentions alone are not sufficient to craft good policy.
7. To increase housing availability and affordability, the Commission should seek out holistic measures that promote and create more housing for all. Singling out STRs will not accomplish this.

We thank you for your time and attention to this important matter.

Respectfully,

Sean Callagy  
Claire Hunsaker  
Jeanice Skvaril  
Rachel Dinno  
Scott Grooms  
Meg Cadiz  
Ramon Cadiz  
Cynthia Gerlinger  
Tom Peters  
Blair Peters

Anna Desenberg  
Kim Desenberg  
Loren Quaglieri  
David Evans  
Claire Herminjard  
Frank Leahy  
Rachel Gaunt  
Sarah Butler  
Beau Vincent  
Jose Contreras

William Taylor  
Ashley Tobin  
Jim Watters  
Mike Durrie  
Catherine Lucas  
Michael Anderson  
Anna McDonnell  
Anna Edmondson  
Peter Rumsey



Marin County Planning Commission  
June 9, 2023

Addendum – additional signatories to June 9, 2023 letter to Marin Planning Commission:

John Arguelles  
Linda Martin  
Matthew Soldo  
Katie Soldo  
Bojana Parman  
Michael Parman  
Sarah Malarkey  
Jonathan Kaplan  
Payton Stiewe  
Bettina Stiewe  
Nick Palter  
John Parman  
Kathy Snowdey  
Keith Offord

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 9:51 AM  
**To:** Damazyn, Michele  
**Subject:** FW: STR West Marin

-----Original Message-----

From: Tristan <tristanconway@yahoo.com>  
Sent: Monday, June 12, 2023 8:47 AM  
To: STR <str@marincounty.org>  
Subject: STR West Marin

[You don't often get email from tristanconway@yahoo.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Good Morning,

It is important to set guidelines for str in West Marin, the housing shortage is displacing essential workers and community members.

Capping the number of rentals and only allowing an individual one str is a reasonable compromise. Obviously there should not be corporations allowed to hold str.

Tristan Conway

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 9:52 AM  
**To:** Damazyn, Michele  
**Subject:** FW: Short term rentals

-----Original Message-----

From: Nick Bogle <nickbogledesign@gmail.com>  
Sent: Monday, June 12, 2023 8:44 AM  
To: STR <str@marincounty.org>  
Subject: Short term rentals

[You don't often get email from nickbogledesign@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Hi there,

I strongly support limits on STR's in Marin County. I live in Bolinas where there is an acute shortage of long term rentals, which is forcing people to relocate farther afield.  
Please pass a law to limit STR's in Marin.

Many thanks,  
Nick Bogle

Sent from my iPhone

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 9:52 AM  
**To:** Damazyn, Michele  
**Subject:** FW: STR

**From:** Spirit Lynn Wiseman <spiritji@aol.com>  
**Sent:** Sunday, June 11, 2023 11:01 PM  
**To:** STR <str@marincounty.org>  
**Subject:** STR

You don't often get email from [spiritji@aol.com](mailto:spiritji@aol.com). [Learn why this is important](#)

As both a Realtor and swimmer at Shell Beach in Inverness 5 days a week I support the proposal set forth to regulate STR's by Maureen Cornelia and David Kimball of West Marin Residents for Housing.

I have always wanted to live in Inverness but it has become increasingly impossible due to so many vacation Rentals taking over the market. Their proposal seems sensible and fair to all parties.....Please consider adopting it. We don't want investors taking over our housing.....We want regular people buying and selling homes and renters being able to live here. Thank you for your time and service.

Spirit l Wiseman  
9 Herrera Dr  
Fairfax, Calif  
94930  
415-847-4828

Spirit Lynn Wiseman  
Global Real Estate Advisor  
**ENGEL & VÖLKERS Fairfax | Ross Valley | SGV**  
Licensee of Engel & Völkers U.S. Holdings, Inc.  
850 Sir Francis Drake Blvd  
San Anselmo, CA 94960  
USA  
Mobile: 415-847-4828  
Internet: [spiritwiseman.evusa.com](http://spiritwiseman.evusa.com)  
Mail to: [spirit.wiseman@evrealestate.com](mailto:spirit.wiseman@evrealestate.com)  
DRE# 01210864

<http://www.zillow.com/profile/spiritwiseman/>

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 9:52 AM  
**To:** Damazyn, Michele  
**Subject:** FW: Support for West Marin Residents for Housing's Priority Proposals

**From:** meadow evans <greycranewoman@gmail.com>  
**Sent:** Sunday, June 11, 2023 10:51 PM  
**To:** STR <str@marincounty.org>  
**Subject:** Support for West Marin Residents for Housing's Priority Proposals

You don't often get email from [greycranewoman@gmail.com](mailto:greycranewoman@gmail.com). [Learn why this is important](#)

To whom it may concern,

I want to register my strong support for the Priority Proposals put forward by the West Marin Residents for Housing group.

As someone who has rented in Bolinas for 11 years and who very nearly lost housing during the summer of 2021, I am in full support of these common sense measures being put in place immediately.

Our rental of 9 years was sold and we were given a good 6 months (much longer than most in similar situations get) to find a new rental.

In that time, we only found three possible rentals, in any price range at all. The one we ended up in only showed up in the last two weeks before our deadline and increased our rent by \$1000/month, nearly half again as much as we were previously paying.

To be brought to the edge of having to leave the community in which we've raised our son, worked, started an outdoor after school program in, and put down our roots simply because of a lack of housing driven in part by party and vacation rentals, was simply heartbreaking.

To continue to read the pleas and stories of people who have been here much much longer (some up to 40 or 50 years!) and who are inextricably woven into their communities by friendship, family, and service, is frustrating and devastating beyond belief.

Please consider implementing these practical measures to help balance the needs of those who have poured their lives into these West Marin communities with those who come to experience all that those who live here have made.

Sincerely,

Meadow Evans  
Bolinas resident/renter

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 9:57 AM  
**To:** Damazyn, Michele  
**Subject:** FW: (Correction made)Impact of Short-Term Rentals on Local Businesses and Housing

**From:** Suraya Brendel <surayabrendel@icloud.com>  
**Sent:** Sunday, June 11, 2023 4:23 PM  
**To:** bolinasdavid@gmail.com; info@bolinaslandtrust.org; STR <str@marincounty.org>  
**Subject:** (Correction made)Impact of Short-Term Rentals on Local Businesses and Housing

You don't often get email from [surayabrendel@icloud.com](mailto:surayabrendel@icloud.com). [Learn why this is important](#)

(Please find my updated letter below with corrections made)

Tyrone Brendel

PO Box 784

Bolinas, CA

94924

6/11/23

Dear County Officials,

I hope this letter finds you well. I am writing to express my concerns about the detrimental effects of short-term rentals on my café and the broader local community. As a small business owner in Bolinas out of West Marin, I have experienced firsthand the negative consequences that these rentals have had on my ability to find employees and the availability of affordable housing for my staff.

First and foremost, the prevalence of short-term rentals has significantly exacerbated the labor shortage in our area. The rise of short-term rentals as a profitable alternative for homeowners has reduced the number of available rental units for long-term residents, including potential employees for local businesses like mine. Many qualified individuals are either unable to secure housing within a reasonable distance from their workplaces or are deterred by the skyrocketing rental prices driven by the short-term

rental market. Consequently, small businesses, including my café, struggle to attract and retain talented employees, hindering our growth and ability to provide consistent quality service to our customers.

Furthermore, the housing scarcity caused by the proliferation of short-term rentals has led to increased rental prices, making it extremely challenging for my employees to find affordable housing options. The rising cost of living, coupled with limited rental availability, forces many of them to commute long distances or consider relocating altogether. This situation not only places additional financial and emotional burdens on my employees but also undermines the stability and continuity of our team, impacting the overall performance and success of my café.

I believe it is crucial for the county to take proactive measures to address these issues. I respectfully urge the county to consider the following actions:

1. Implementing regulations that limit the number of allowable short-term rentals in residential areas, thereby preserving the availability of long-term rental units for local residents and employees.
2. Ensuring that short-term rentals are subject to appropriate taxation, which can be allocated towards funding initiatives aimed at increasing the supply of affordable housing in the county.
3. Encouraging partnerships between local businesses and housing initiatives to develop affordable housing options specifically targeted towards employees of local businesses.
4. Conducting comprehensive studies to assess the economic impact of short-term rentals on local businesses, including their effects on employee recruitment and retention, and using this data to inform policy decisions.

By taking proactive steps to address the challenges created by short-term rentals, the county can foster an environment where local businesses like mine can thrive, while also ensuring that residents have access to affordable housing options.

Thank you for your attention to this matter and for your commitment to serving the needs of our community. I remain hopeful that with careful consideration and appropriate action, we can work together to create a more sustainable and prosperous future for both local businesses and residents alike.

Sincerely,

Tyrone Brendel

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 9:58 AM  
**To:** Damazyn, Michele  
**Subject:** FW: Comments on short term rental rules.

**From:** Amelia Straton <ameliastraton@gmail.com>  
**Sent:** Sunday, June 11, 2023 2:57 PM  
**To:** STR <str@marincounty.org>  
**Subject:** Comments on short term rental rules.

You don't often get email from [ameliastraton@gmail.com](mailto:ameliastraton@gmail.com). [Learn why this is important](#)

Hello, I am a homeowner in Bolinas, And would like to weigh in on the subject of creating permanent limits on short term rentals.

When I first moved here 20 years ago, there were 3 or 4 short term rentals. In addition, there were a few hotel rooms and a bed and breakfast situation which probably involved One or two more rooms.

The amount of homes that are now available as vacation rentals is now in the hundreds. This on top of homes that are rarely occupied, and their owners have occasionally harassed other long-term residents into removing non-conforming housing that was home for low-income persons.

I am saddened to see this natural and beautiful rural town being slowly turned into a year-round resort. Actually, not so slowly, as most of this growth has taken place over the last five years.

I would like to see a limit on short term housing, And restrictions in place to keep individuals and corporations from buying multiple homes in order to set up rental businesses. The unique nature of our water system, restricts construction of new homes and housing stock loss to STR's is displacing full-time residents I and driving up home prices.

As residents of Marin County, Please put yourself in the place of people who want to live in a town together with continuity. The finances for the county are the same weather they work for corporations or residents that live here, but I am sure that your dedication to governance was to people, and not to corporations. This is what they found out in San Francisco, corporations, have no allegiance to place but people do. And what happens with our homes here Will show you what is possible in your neighborhoods too.

Thank you for your consideration of our living conditions and well-being.

With my most appreciation for your attention to this urgent matter,  
Amelia Straton, 86 Wharf Rd, Bolinas



## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 9:58 AM  
**To:** Damazyn, Michele  
**Subject:** FW: End of STR moratorium

**From:** Kevin68@att.net <Kevin68@att.net>  
**Sent:** Saturday, June 10, 2023 12:13 PM  
**To:** STR <str@marincounty.org>  
**Subject:** End of STR moratorium

Kevin Lawson would like information about:

What is going to happen when the STR moratorium ends in West Marin? Will it be replaced by a differently-defined moratorium that allows a limited number of people who meet the new requirements to participate in STR? Will the new people be those who are in-the-know and jump on it first? Or maybe seniors who need to do some STR to be able to age-in-place? I would like more information so I can plan for the future. Since there is no waiting list, it is hard to know what to do. Thanks, Kevin Lawson 415-669-0025

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 9:58 AM  
**To:** Damazyn, Michele  
**Subject:** FW: STR Policy

**From:** William Sauro <w@sauro.com>  
**Sent:** Saturday, June 10, 2023 11:37 AM  
**To:** STR <str@marincounty.org>  
**Subject:** STR Policy

You don't often get email from w@sauro.com. [Learn why this is important](#)

To: Marin County Planning Commission

Banning Short-Term Rentals in West Marin and in Dillon Beach in particular, is a bad policy decision that won't increase the availability of permanent rental stock one iota.

Dillon Beach was built to be a tourist destination, starting when George Dillon and wife Mathilda arrived in 1868. It has always been a wonderful place to rent a house, park a trailer or stay in a motorhome. It is not a place where people rent a house and live fulltime.

Dillon Beach doesn't even have mail delivery, and only has a few merchants in Dillon and Tomales to serve the visiting population.

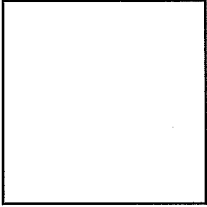
Limiting Short-Term Rentals would only harm regular citizens who enjoy a beach vacation and those who rent their homes out to grateful visitors.

I hope you keep these thoughts in mind as you consider any new rules.

Sincerely,

William H. Sauro  
Owner  
21 Kailua Way  
Dillon Beach, CA 94929

--



William H. Sauro  
2809 Pine Street  
San Francisco, CA 94115

Cell Phone: (415) 845-6877  
Email: [w@sauro.com](mailto:w@sauro.com)

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 9:59 AM  
**To:** Damazyn, Michele  
**Subject:** FW: STRs in Dillon Beach

**From:** Hilary Avalon <hilary.avalon@gmail.com>  
**Sent:** Saturday, June 10, 2023 8:43 AM  
**To:** STR <str@marincounty.org>  
**Subject:** STRs in Dillon Beach

You don't often get email from [hilary.avalon@gmail.com](mailto:hilary.avalon@gmail.com). [Learn why this is important](#)

Dear Folks,

I understand you're having a meeting on Monday at 1pm and I really wish I could be there, but I do not believe I can, so I'm emailing my comments instead. If a Zoom opportunity comes up for this meeting, will you kindly let me know and I'll join it - thank you!

I have a second home in Dillon Beach. I used to rent it as a STR when I wasn't here. At the time, I also owned and operated a hosted B&B in Sonoma County and it was a real challenge to manage both, and when the property management companies in Dillon Beach didn't live up to my standards, I quit renting my house in Dillon Beach as a STR. When the County more recently sent notice of the opportunity to reapply for a business license again before the STR moratorium began, I didn't take the opportunity because I am not sure I will ever be able to use this house that way - strong management is extremely important to me and doesn't seem available at this time in Dillon Beach.

There is a very low possibility my house will be used as a long term rental because I love coming here to this house and this village, and if I had a full-time renter in the house, it would not be available for me or my friends/family to use. I have no plans to sell this house, so it won't be coming on the market for another family to obtain, even though I am unable to leverage it as a STR. Having said all that, I am not in favor of the moratorium on STRs in Dillon Beach, and I think it should be recinded immediately. I know some people do live here full time, but this town is for vacationing. I believe around 30% of the homes are currently being used as STRs but if 100% of the homes were used as STRs, that would make complete sense. I know the County collected complaints about STRs but it seems clear from the timing that most of those were because of rentals during the covid shutdown - the County should exclude those complaints in it's calculation because they are an anomaly and not really related to STRs but to the pandemic. Also, it is clear to me that with strong regulations and strong management, there would be no problems with renters in STRs. My ideas for regulations include: parking rules, noise rules, number of occupants rules, bbq use rules, equipment use and storage rules, trash removal rules and smoking rules. I think the managers should have to be trained, certified and licensed before they can manage STRs.

I do not believe it is acceptable that some people are grandfathered in for STRs and others cannot participate because they are late to the game. I am aware of people who do not have a license but who need to rent their homes from time to time so they can afford their mortgage - limiting those people will effectively evict them from their homes, or if not, it will send them underground with the renting, which will place them in a position of breaking regulations and deprive the County of tax revenue.

Lastly, I am interested in what the County aims to accomplish with this moratorium since it doesn't seem poised to solve anything. You can work on regulations while STRs are in operation. Can you please tell me the goals of the County in connection with limiting STRs in Dillon Beach?

Thank you,  
Hilary Avalon

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 9:59 AM  
**To:** Damazyn, Michele  
**Subject:** FW: In support of the West Marin Residents for Housing Proposal

**From:** Kate Levinson <klevinson@gmail.com>  
**Sent:** Friday, June 9, 2023 11:12 PM  
**To:** PlanningCommission <PlanningCommission@marincounty.org>; STR <str@marincounty.org>  
**Subject:** In support of the West Marin Residents for Housing Proposal

Some people who received this message don't often get email from [klevinson@gmail.com](mailto:klevinson@gmail.com). [Learn why this is important](#)

Having witnessed the changes in West Marin, specifically in Inverness and Point Reyes, since buying our home in 1995, I stand with the West Marin Residents for Housing proposed regulations.

I did not know of their work. I only knew the real estate and vacation rental industries were well organized having attended one of the virtual meetings on this issue. So reading their proposals in the Point Reyes Light tonight gave me a sense of hope that our communities could stop the takeover and even regain some of what has been lost.

I have wept too many times when friends have had to leave the area because the home they were renting was bought by someone else only to find it quickly became a vacation rental. As a business owner in Point Reyes, I witnessed many customers being displaced and unable to find any rentals here.

Beyond disrupting individual lives I believe that so many homes transitioning to vacation rentals has weakened the fabric of our communities. Recently I read that on most of the Greek islands, the number of tourist beds now outnumbers the number of residents' beds. This is what happens to beautiful places these days unless they are protected. Please take care of us, the residents of West Marin, and our communities by not letting this happen here. The costs to the community and neighborhoods are too high.

Sincerely,  
Kate Levinson  
Inverness, CA

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 10:00 AM  
**To:** Damazyn, Michele  
**Subject:** FW: Marin short term housing hearing

**From:** Sophie Kovel <sophiekovell@gmail.com>  
**Sent:** Friday, June 9, 2023 9:53 PM  
**To:** STR <str@marincounty.org>  
**Subject:** Marin short term housing hearing

You don't often get email from [sophiekovell@gmail.com](mailto:sophiekovell@gmail.com). [Learn why this is important](#)  
Dear Kathleen Kilgariff and Dennis Rodoni:

It is a pleasure to meet you both. My name is Sophie Kovel and thank you for the chance to contribute.

I am twenty-seven years old, currently finishing a graduate program in New York, and destined to inherit my family home in Inverness. It would be a great privilege to share it with others when not present.

I lived here (attending graduate school remotely) through the pandemic, and in the midst of crisis, it was an extremely nourishing home, place. Having grown up in Marin, it is my second home. If my family can't use short-term rentals as a means to sustain the house, my family will eventually be forced to sell. In complete candor, as an artist, I am very concerned that this new ordinance will radically change the shape of this community, and price out the artist communities that precede me in Inverness and Bolinas, as well as the current ones.

This ordinance limits access and cuts the very funding that nourishes small businesses and the community, such as Point Reyes Books and the few restaurants that have survived. It is too far from city centers for people to drive to West Marin and back in a day (e.g. to San Francisco or Berkeley). There are many unoccupied homes in West Marin, and I think there short-term rentals will further boost the economy and help to fund low cost housing if they seek through taxes.

It has always been my dream, in the spirit of the Mesa Refuge, to create an artist residency in this home. Short-term rentals are not a tourist economy, in my opinion, but will actually strengthen existing tenants who live in Inverness with needs to subsidize income if they travel or commute for work. In my particular family's case, friends who are artists, educators, and scholars have found need refuge and in some cases, health recovery here. I trust there is a way to find balance between nurturing long-held communities and facilitating new communities that aren't merely acquired weekend houses for the ultra-rich.

Thank you for your time and consideration.

Best,  
Sophie

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 10:00 AM  
**To:** Damazyn, Michele  
**Subject:** FW: Comment Re: Short Term Rentals  
**Attachments:** Vallejo Ave Inverness Park.jpg; Vallejo Ave Inverness Park 2.jpg; Vallejo Ave Inverness Park 3.jpg

**From:** Blanche Wingate <blanchewingate@gmail.com>  
**Sent:** Friday, June 9, 2023 9:35 PM  
**To:** STR <str@marincounty.org>  
**Subject:** Comment Re: Short Term Rentals

You don't often get email from [blanchewingate@gmail.com](mailto:blanchewingate@gmail.com). [Learn why this is important](#)

Good Evening,

I wholeheartedly agree that residential neighborhoods should be lived in, not monetized. My husband and I have lived on Vallejo Ave in Inverness Park for 50 years. Due to the greatly increased number of cars parked along our narrow residential street, we are having great difficulty in reaching our home safely. Given numerous health issues and related medical appointments, it is essential that we are able to access Sir Francis Drake Blvd and get back to our home safely.

I'm unaware if the two houses at the beginning of Vallejo Ave .(i.e., 3 Vallejo Ave APN 114-273-40 and 9 Vallejo Ave APN 114-273-09) are Short Term Rentals. I don't know the owners, and I mean them no ill will. However, from the number of people unloading and loading their cars in this area, it appears to be a possibility. The latter was a vacation rental at one time. The link describing the rental named "The Drake" is: <https://www.yelp.com/biz/the-drake-inverness>

The Fire Department has said that, in an emergency, they will drive right through parked cars. Unfortunately, the congestion on our street remains a major concern in our lives. In an attempt to partially document the problem, attached please find a few photos.

Thank you very much for your time and consideration.

Blanche Wingate





12/15/2022











## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 10:00 AM  
**To:** Damazyn, Michele  
**Subject:** FW: West Marin STR Public Comment

**From:** Skip Shapiro <[sailorskip76@gmail.com](mailto:sailorskip76@gmail.com)>  
**Sent:** Friday, June 9, 2023 9:21 PM  
**To:** STR <[str@marincounty.org](mailto:str@marincounty.org)>  
**Subject:** West Marin STR Public Comment

You don't often get email from [sailorskip76@gmail.com](mailto:sailorskip76@gmail.com). [Learn why this is important](#)

We support the short-term rental policies that have been proposed by West Marin Residents for Housing as documented at [westmarinresidentsforhousing.org](http://westmarinresidentsforhousing.org).

*Edward and Barbara Shapiro*  
[sailorskip76@gmail.com](mailto:sailorskip76@gmail.com)  
197 Edgemont Way, Inverness, CA 94937

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 10:01 AM  
**To:** Damazyn, Michele  
**Subject:** FW: STR's

**From:** Pam Fabry <pamfab@gmail.com>  
**Sent:** Friday, June 9, 2023 4:53 PM  
**To:** STR <str@marincounty.org>  
**Subject:** STR's

You don't often get email from [pamfab@gmail.com](mailto:pamfab@gmail.com). [Learn why this is important](#)

I support the following goals to control the number and nature of short-term rentals. I'm a full-time resident of Bolinas.

- *Residential Neighborhoods should be lived in, not monetized*
- A cap on the number of STR licenses specific to each village
- Only one STR license per property owner in the coastal zone
- An STR license can only be granted to an individual or family, not an LLC, investment group, time-share group, or consortiums of any kind in residential zones.

Thank you for your time and attention.

Pam Fabry  
Box 719  
Bolinas, CA 94924

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 10:01 AM  
**To:** Damazyn, Michele  
**Subject:** FW: Your meeting on STR's

**From:** Kathleen Hartzell <khartzell@sbcglobal.net>  
**Sent:** Friday, June 9, 2023 4:13 PM  
**To:** STR <str@marincounty.org>  
**Subject:** Your meeting on STR's

You don't often get email from [khartzell@sbcglobal.net](mailto:khartzell@sbcglobal.net). [Learn why this is important](#)

I fully support the IA's position.

That said, I would go further as an *individual* and state that some limitation on the number of days/year that non-owner occupied STR's could operate in the residential neighborhoods of Inverness would be a good thing.

The real impact that I see, and it's the topic of conversation with so many other residents who are involved with this community (whether Rotary, CLAM, Lions, EAC, and myriad other groups ) is that we are rapidly losing our ability to house younger families and with them the energy to run these volunteer and civic organizations. We're an aging population and we need to nurture a new generation of leaders. STR's do not necessarily contribute to that objective.

Some may argue that STR impacts are limited to the noise of parties, the messes from trash and recycling bins not located properly or secured against wildlife, and the parking that blocks driveways and often would impede emergency vehicular access not to mention disaster evacuation. While locals know better than to "violate" these often unwritten codes of small community living, large numbers of vacationers, feeling entitled by virtue of the steep fees they are paying, are often less likely to think about their impact on those around them. It doesn't require a survey or statistics to know that these are burdens on local residents. And when their hosts aren't helping to run the local groups, or running booths at Western Weekend or the Inverness Fair, for example, it's clear that the STR business model is not one that gives very much back to the community other than tax payments collected from the visitors.

The solution will no doubt be hybrid, and you've got some decent examples around the state and elsewhere to reference as you make your decisions. I do hope you will be able to balance the needs of a productive and cohesive community with the wishes for income by those who've invested in a SFD and counted on this income to support their businesses.

We all support programs that provide accommodations for visitors to our community, and this program can include limited and highly regulated STR's. But the program must protect the features and values that make Inverness worth visiting

Yours

Kathy Hartzell  
Inverness

(Rotary member, IGCWM Treasurer, Immediate Past President IA and IF)

## Damazyn, Michele

---

**From:** STR  
**Sent:** Monday, June 12, 2023 10:01 AM  
**To:** Damazyn, Michele  
**Subject:** FW: STR ordinance

-----Original Message-----

From: Bruce Mitchell <brucemitchell@horizoncable.com>  
Sent: Friday, June 9, 2023 4:11 PM  
To: STR <str@marincounty.org>  
Subject: re: STR ordinance

[You don't often get email from brucemitchell@horizoncable.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

Dear Marin County Planning Commission Staff,

We fully support the development and implementation of an equitable S.T.R. ordinance as outlined in the [westmarinresidentsforhousing.org](https://westmarinresidentsforhousing.org) proposals.

Thank you for your work on that behalf.

Bruce Mitchell and Nancy Hemmingway,

Inverness

Hello

I'm Anna McDonnell. My husband Sam Harper and I, both seniors and retired, live in Inverness. When we bought our house in late 2021, we fully expected to be able to rent our house on a short term basis in order to help defray costs and were completely blindsided by the moratorium. We believe we should be able to rent our home on a short term basis and here is why...

The County's Short Term Rental Update page states: "Ultimately, the County seeks to improve the availability of middle- and lower-income housing, while maintaining access to economic opportunities, services and activities gained through STRs."

So the County has two goals, which some people believe are in conflict with each other. And while some cases that might be true, I don't think the logic applies in the case of my home in Inverness, which is my husband and my primary residence.

If we rent our home on a short term basis when we are away, the rental will have zero impact on the county's first stated goal, improving the availability of middle and lower income housing. Our home is our family home. It will never be available to provide long-term housing for anyone else, at any income level.

If, however, we rent our home on a short term basis when we are away, it will have a positive impact on the County's second goal, "maintaining access to economic opportunities, services and activities gained through STRs."

In short, if homeowners who use their home as a primary residence have short term rentals, we are having zero impact on your first goal, and a positive impact on your second.

That is why I see no possible justification for prohibiting homeowners whose primary residence is in West Marin to rent as they see fit on a short-term basis.



Additionally, subjecting homeowner's such as ourselves who rent occasionally to requirements such as having a professional property manager or meeting same standards as hotels and inns would essentially make it impossible for people like us to offer our house to visitors. Lumping us together with people who own houses solely devoted to renting is painting very different situations with the same very broad brush. This issue requires sensitivity to different needs and subtlety in the application of regulatory action.

Thank you for your consideration.

Anna McDonnell and Sam Harper  
125 Camino Del Mar  
Inverness, CA 94937  
310-592-3437

**From:** [STR](#)  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: Comment on STR's  
**Date:** Monday, June 12, 2023 12:01:45 PM

---

---

**From:** Nancy Stein <nancysteinarart@gmail.com>  
**Sent:** Monday, June 12, 2023 11:16 AM  
**To:** STR <str@marincounty.org>  
**Subject:** Comment on STR's

You don't often get email from [nancysteinarart@gmail.com](mailto:nancysteinarart@gmail.com). [Learn why this is important](#)

Dear Marin County Board of Supervisors

I am a 50 year resident of west marin county. I rented for many years here, and was able to build a house and own property. I am well aware of how hard that was to do in the 80's and how now it is virtually impossible for anyone without independent wealth.

I have watched my friends, who are now in their late 60's and 70's have to leave this area because there is very little to rent.

Many of these people have served the community school - volunteer teaching, served the more than 20 non-profits, or worked at very low income jobs. To see them have to leave for other states as seniors is a heartbreak.

I also built a small rental which I have always rented to a low income tenant.

Although I could have rented my cottage as air bnb, I have enjoyed having a neighbor and most of the people who have rented here have become friends. I couldn't recommend it more!

During this time, I worked as a landscape contractor and an artist. I live now on social security and the income from the rental myself.

I also feel the crush of visitors - the lines to the bathroom, and the huge mess left behind. Most residents here don't go to Pt. Reyes Station on the weekends because you can't get into a restaurant, and the stores and streets and parking are overloaded.

Many of the people and the corporations(!) who are growing rich at the expense of the residents do not live here at all, and have no stake in the quality of life.

In my opinion, as a landlord, as a property owner and a long-time resident, it is highly reasonable to pass ordinances that would require:

neighborhoods to be zoned for residential use. If someone has an air bnb, it would be required to have a concierge living on site. This would help with garbage, parking, and noise - all of which are what make a neighborhood a good place to live.

These seem to me to be reasonable ways to deal with this problem.

Last of all, I would like to say that those who bought property intending to pay for it by short term rentals should not be guaranteed the right to short term rental. Plenty of things happen to the real estate market that change realities. No law that I know of in America or Marin County guarantees income from private property. If that is no longer possible, there are other ways to pay for property, including long term rental.

Please put me on your list for notifications on this issue:

Sincerely,  
Nancy Stein  
p.o. box 28  
Pt. Reyes, Ca 94956  
[nancysteinar@gmail.com](mailto:nancysteinar@gmail.com)

**From:** [STR](#)  
**To:** [Damazyn, Michele](#)  
**Subject:** FW: Short term rental comments for 6/12 civic center meetings  
**Date:** Monday, June 12, 2023 11:04:01 AM

---

---

**From:** April ginsberg <aprilginsberg70@gmail.com>  
**Sent:** Monday, June 12, 2023 10:19 AM  
**To:** STR <str@marincounty.org>  
**Subject:** Short term rental comments for 6/12 civic center meetings

You don't often get email from [aprilginsberg70@gmail.com](mailto:aprilginsberg70@gmail.com). [Learn why this is important](#)

Hello,

My name is April Ginsberg and I am writing today to put in my support to limit short term rentals in Bolinas ca. In a perfect world there would be very few or no air bnb or vrbo rentals in town. It has severely impacted families and locals ability to find safe long term rentals. Why would anyone rent for 2,000 a month when they could make that in a week? Regulation is needed to protect the longevity of bolinas and other West Marin towns.

My family has lost housing multiple times. My inlaws and family moved in 2015 to Cotati because there were no long term rentals available. My inlaws are still over there and hoping to return to Bolinas where they both work, one at the school and the other in tree care. They have to commute 2 and half hours a day.

My partner and I were able to find a 400 sq ft rental in 2016 when we welcomed our first baby. We were going to lose that housing but luckily found a long term rental through the BCLT where we welcomed our second child. My partner is the chief water operator at the BPUD and needs to live in town to respond to water and sewer emergencies. We can not afford to live in town without the bclt.

Long term rental rates are at an all time high and landlords are requiring impossible requirements including one person rentals, no kids, or no pets. Landlords can do this because of the very low to NO long term rentals available.

Some regulation that I support are :

There must be at least one long term person living on the property.

Only one STR permit per family or person.

STR permits only for individuals or families, no licenses permitted to llc time shares or investment groups.

Make a cap to limit short term rental licenses per village.

A review of all current rentals to make sure their properties are up to code and have appropriate septic systems.

I do not believe in grandfathered in rentals! I do not believe licenses should be issued for a lifetime.

Please help keep Bolinas a town full of locals and longterm rentals where families can thrive and not just scrape by to survive.

Best,

April Ginsberg

Stewart Oakander BPUD chief water operator

Sawyer and Grayson Oakander

June 12, 2023

Dear Planning Commission,

Short Term Rentals are hurting our communities because they are decreasing the housing available for full-time residents. Every week we hear of community members who are losing their homes and forced to move, so property owners can convert their "investment" into STR's.

As I write this, a wonderful family of five in Bolinas is desperately looking for new housing because their home is being sold as an investment. The parents of this family have both grown up in Bolinas and are huge contributors to our community. Their children go to the local school, and the parents work in town. Where will they go? It is heartbreaking. Families are being forced to leave. This is happening all the time and has begun to escalate. Who will be left to live in our communities? We need help!

Please recommend to the Board of Supervisors the following common sense regulations for Short Term Rentals in West Marin:

- Enact a cap on the number of Short Term Rental licenses specific to each village.
- An STR license to be granted only to an individual or family, NOT and LLC, investment group, time-share group or consortiums in residential zones
- Only one STR license per property owner in the coastal zone

I'm also urging that future planning sessions have a zoom option and are scheduled for evenings so West Marin working families are able to have their voices heard. Thank you so much for taking the time to read my comments.

Respectfully,

Mollie Lounibos  
Bolinas resident  
mwlounibos@gmail.com