



Report to Council

To: Mayor & Members of Council
From: Jessie Clark, Director of Corporate Services/Clerk on behalf of the Short Term Rental Working Group
Date: October 19, 2021
Re: Public Consultation Process for Short Term Rental Licensing Program

Recommendation:

That Council receive the report from the Director of Corporate Services/Clerk, on behalf of the Short Term Rental Working Group, regarding Public Consultation Process for Short Term Rental Licensing Program; and further

That Council approve the Short Term Rental Working Group's Public Consultation Process.

Financial Implications:

\$13,000.00 (to be funded from the \$20,000.00 communications strategy budget)

In order to implement the proposed public consultation process, costs would include printing the mail out, envelopes, postage, advertising costs, sign costs, and a premium Survey Monkey account.

Background:

The Short Term Rental Licensing – Additional Considerations Report was received by Council at the September 7 meeting and Council directed the Short Term Rental Working Group to develop a Public Consultation Process.

The Short Term Rental Working Group, comprised of Councillor Armstrong; Councillor Franzen; CAO/Treasurer Donna Teggart; Planner Adele Arbour; Chief Building Official Barb Waldron; Director of Corporate Services/Clerk Jessie Clark; and Cathy Thrun, Finance/Recreation Administrative Assistant, reconvened September 16, 2021, September 30, 2021 and October 7, 2021 to prepare and review the timeline, promotional material and survey content.

The public consultation process is intended to get input from the public on the proposed requirements, restrictions, fees and fines, demerit point schedule, enforcement, and appeals committee as described in the original report.

A Survey is being prepared and will be open to the public from November 1st to 19th. The survey will be short, about 20 questions long, to keep feedback concise and relevant to the content of the proposed licensing program.

A Public Information Session will be scheduled for Tuesday, November 23 at 9:00 a.m. Delegations will be 5 minutes and written correspondence will also be encouraged.

A web page will be created on the municipal website with information about short term rentals, the proposed licensing program, copies of the reports to Council, Frequently Asked Questions, and contact information. This web page will also contain a link to the survey.

The Survey and the Public Information Session will be promoted in a variety of ways. A mail out will be created and sent the week of October 25 to every property owner in Trent Lakes. They will also be promoted using our website, social media and email contact lists. Advertisements will be placed in a variety of local newspapers (507 Express, Lakefield Herald, Kawartha Promoter, Kawartha Lakes/Peterborough This Week, Peterborough Examiner) and signage will be posted at the Transfer Stations.

After the Survey has closed and the Public Information Session has been held, the Working Group will evaluate all of the data and feedback. A report will be prepared summarizing the public feedback and a final recommendation will be made to Council in early 2022. Should Council still support a licensing approach, a draft by-law will be prepared. The Working Group has scheduled the public consultation process to allow for a final draft by-law to be presented to Council and implemented in spring/summer 2022, pending the results of the public consultation.

Submitted by:



Jessie Clark, Director of Corporate Services/Clerk

Approved by:



Donna Teggart, CAO/Treasurer