

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>
To: "Zhou, Lenny" <Lenny.Zhou@vancouver.ca>
Date: 8/29/2023 3:18:50 PM
Subject: RE: new measurement STR

Good afternoon Lenny,

I just realized that I was remiss in neglecting to include your question below in our weekly consolidated response to Council questions. My apologies for that oversight.

As you heard from Sarah and the team, they are working with Technology Services presently to develop an enhanced analytic tool and are working towards a mid-September launch for that application. This improved tool will further automate the identification of suspected illegal short-term rental listings across a number of online rental platforms and assist in prioritizing these listings for staff review. This will allow the short-term rental team to focus more effort on the investigation and enforcement of illegal and non-compliant operations.

We are not currently planning any media release regarding the analytics tool as there is no change to the requirements for operating a short-term rental. Staff are still required to review, assess, validate and perform any enforcement actions related to what the tool identifies.

In terms of public education, DBL staff and our Communications team worked on a social media campaign to remind residents of the requirements to operate a short-term rental. That campaign is running currently and is scheduled to extend to early September.

I hope that helps. If you have any further questions, please let me know.

Best,
Paul

From: Zhou, Lenny <Lenny.Zhou@vancouver.ca>
Sent: Monday, August 14, 2023 3:02 PM
To: Mochrie, Paul <Paul.Mochrie@vancouver.ca>
Subject: new measurement STR

Hi Paul,

I had a great meeting with Sarah Hicks's proactive enforcement team regarding the new measurement of STR. I'm truly grateful for our staff's ongoing dedication to addressing this important issue, especially during the housing crisis.

My question about the new enforcement measurement by Sept: given the recent media and community attention, what is our communication strategy? Are we planning to do a media release about the new analytic tool? Perhaps a public education campaign on STR licence requirements would also be well-received by public.

Thanks
Lenny

Lenny Zhou, MMOR his/him
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The City of Vancouver acknowledges that it is situated on the traditional, ancestral and unceded territories of the xʷm̓̓ (Musqueam), R̓wú7mesh (Squamish), and səliwətaʔ (Tseil-Waututh) Nations.