

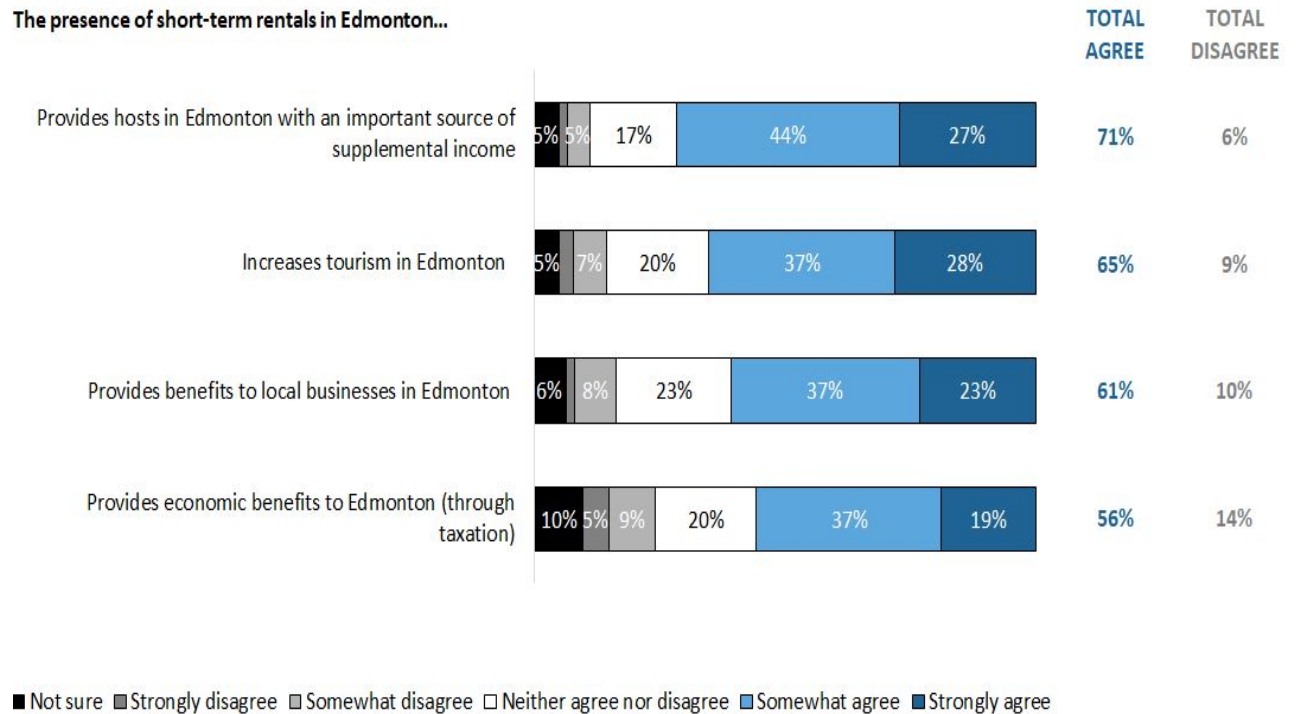
Public Engagement Findings for Short-Term Rentals

Key Findings

The following are the key findings from in-depth interviews with stakeholders, focus groups with short-term rental hosts and guests, and online surveys with Canadian travellers and Edmonton residents.

- Familiarity with short-term rentals is mixed among Edmontonians.
- Edmontonians see the potential benefits of short-term rentals, but also have concerns (mostly related to nuisance issues, neighbourhood disruptions, safety).
- Balancing the needs of various stakeholders and ensuring the regulations are fair is important.
- Hosts and guests tend to favour a more lenient approach to regulation, while those directly involved in or affiliated with the traditional accommodation industry tend to favour a more restrictive approach. Edmontonians expressed a wide range of thoughts about what approach the City should take when regulating and had mixed opinions between the complete ban and no regulation at all.
- At minimum, stakeholders feel that regulations (if they are implemented at all) for short-term rentals should include a safety component, in order to protect the safety of hosts, guests and neighbours.
- Some stakeholders mentioned that the regulations put in place have the potential to positively influence Edmonton's reputation (if viewed as a city that protects guests) or negatively influence Edmonton's reputation (if someone is injured at an unregulated short-term rental).
- Some stakeholders cautioned against overregulation, feeling that if the short-term rental regulations are too strict, it will not be possible to enforce them, it may drive short-term rentals underground (resulting in an illegal market place), or may push certain hosts (e.g. those with only one property who are aiming to share the home they live in) out of the industry.
- There is debate about whether or not short-term rental hosts should require a business licence at all times, in some circumstances, or not at all. Some favour different regulatory structures based on things such as the property type the host is renting, how many properties are being rented, where they are located and income generated.

Benefits of Short-Term Rentals

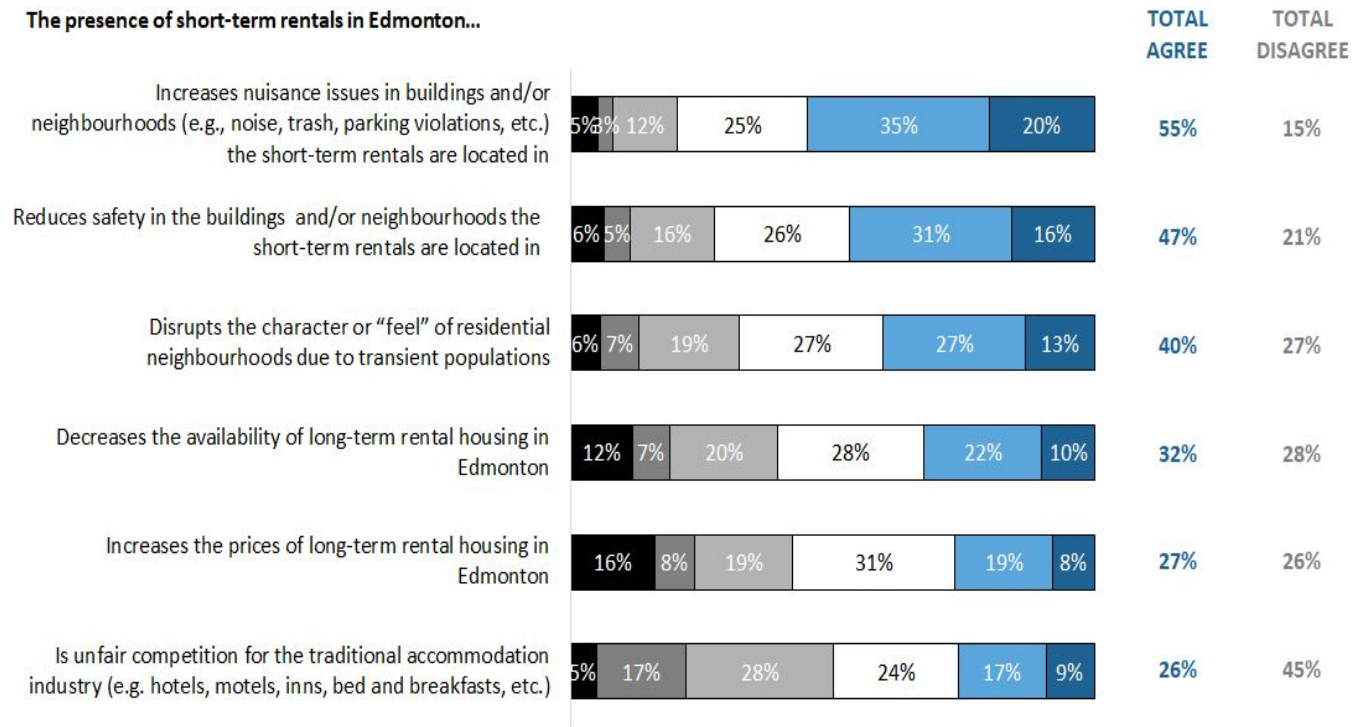


Source: online survey

Base: Edmontonians (n=752)

Q: The following are opinions that some people may have or may not have about how short-term rentals may impact Edmonton. Please indicate the extent you agree or disagree with each of them.

Potential Negative Impacts of Short-Term Rentals



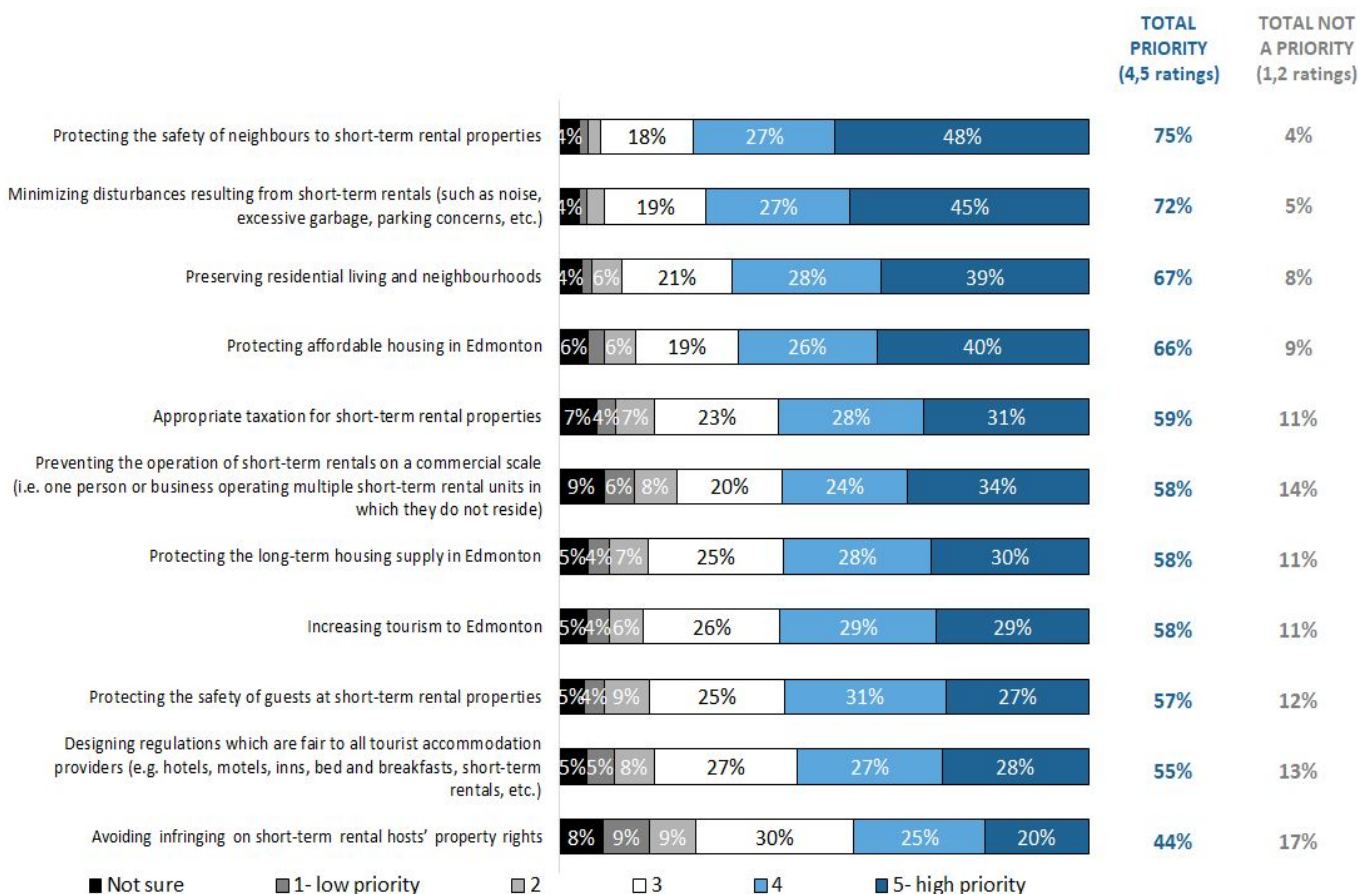
■ Not sure ■ Strongly disagree ■ Somewhat disagree □ Neither agree nor disagree ■ Somewhat agree ■ Strongly agree

Source: online survey

Base: Edmontonians (n=752)

Q: The following are opinions that some people may have or may not have about how short-term rentals may impact Edmonton. Please indicate the extent you agree or disagree with each of them.

Potential Priorities When Regulating



Source: online survey

Base: Edmontonians (n=752)

Q: The following list shows some items that the City of Edmonton could potentially prioritize when designing short-term rental regulations for Edmonton. Please indicate how high of a priority each item should be for the City of Edmonton, in your opinion, on a scale of 1 to 5, where 1 is a low priority and 5 is a high priority.