



## **Schedule 1**

### **Scope of Services:**

#### **Part 1: Custom Short-term Rental Data to Provide a Fact-base**

Host Compliance's proprietary data can provide deep insights into the scale and scope of the short-term rental activity in Shasta County and its different neighborhoods. Data is collected weekly and we currently collect, aggregate and de-duplicate all listing data, reviews, calendar info and photos across the 21 top short-term rental listing sites. We estimate this represents 99% of the total vacation rental universe in Shasta County's jurisdiction.

Data can be segmented and analyzed by a number of parameters including:

- Listing site
- location (as defined by a boundary box or polygon i.e. neighborhood)
- Property Type (Apartment, House, Condo etc.)
- Room Type (Entire home, Room etc.)
- # of Bedrooms and Bathrooms
- Minimum # of nights available for rent
- Host Name/ID
- # of Reviews
- First Review dates
- Last review date
- Date the property was first active
- ...and many other parameters

#### **The Custom Data Deliverables will include:**

- Custom report on the STR activity in Shasta County's jurisdiction (exact scope TBD based on your requirements)
- Complete database on all active STR listings in Shasta County's jurisdiction for you to analyze independently
- Full data on all listings including location within a few city blocks of the actual address (if you want exact addresses, data will be significantly more expensive)
- Two video conference meeting/workshop appearances to present the report findings at a mutually convenient date/time

#### **Timing:**

- 2 week turnaround on the data
- 4 week turn-around on the written report

#### **Part 2: Short-term Rentals Ordinance Consulting Services**

Serving local governments with short-term rental compliance monitoring and enforcement solutions, Host Compliance has developed a deep understanding of what works and what doesn't when it comes to regulating short-term rentals. This deep expertise, experience and data-driven approach allows Host Compliance to help Shasta County more quickly draft enforceable STR regulation based on Shasta County's specific needs and circumstances as well as best-practices derived through the detailed study of more than 150 short-term rental

ordinances/by-laws from across North America. The specific project team that we would want to dedicate to this project will consist of two nationally renowned experts in the field:

### **Jeffrey Goodman**

Jeffrey is an urban planner and considered one of the nation's leading authorities on short-term rentals and how they impact communities. He has previously contracted with both the City of New Orleans and Airbnb, and advised researchers on short-term rentals in a range of cities including San Francisco, Portland, New Orleans, and New York. Jeff has spoken about short-term rentals across North America, including at the APA's National Planning Conference. He graduated from Yale College and earned his Masters of Urban Planning from Harvard University. He is the author of a recent [featured article in Planning Magazine on the topic of STR regulation](#).

### **Ulrik Binzer**

Ulrik is the Founder and CEO of Host Compliance, the industry leader in short-term rental monitoring and compliance solutions for local governments. A pioneer in the short-term rental enforcement solution space, Ulrik developed the first short-term rental compliance monitoring tools and now uses his expertise and insights to help local governments across North America implement, monitor and enforce short-term rental regulation. Ulrik previously served in a variety of leadership roles in management consulting, private equity, startups and the military and developed his distinctive strategic and analytical skill-set at McKinsey & Company and the Harvard Business School.

### **The custom consulting project deliverables will include:**

- Customized project timeline and work plan to meet Shasta County's timing requirements and deadlines
- Quantitative report on the scale and scope of Shasta County's short-term rental activity (see prior page)
- Video conference participation in up-to two (2) public workshops to present the findings of our quantitative work and “tee-up” the discussion about Shasta County's key issues and regulatory objectives as it relates to short-term rentals (workshops to be scheduled at a mutually convenient dates/times)
- The development, administration and analysis of a detailed web survey to solicit further stakeholder input and further inform the County's regulatory objectives
- Complete initial draft of a custom short-term rental ordinance developed based on national best-practices and Shasta County's key issues and regulatory objectives. It is expected that the ordinance may include different rules for different areas of the County.
- Enforcement focused web-based work-session with Shasta County's key stakeholders to discuss best practices for implementing and enforcing short-term rental ordinances

Please note:

1. Shasta County's planning department staff will be responsible for summarizing the findings from the public workshops and deliver those findings to Host Compliance prior to beginning of the drafting of the ordinance
2. The draft ordinance will be subject to final review and approval by Shasta County's planning department staff, legal counsel and various commissions and boards and it will be up to Shasta County's planning department staff to incorporate the feedback and comments from these stakeholders and decision-making bodies into a final draft ordinance.

### **Timing:**



HOST COMPLIANCE, LLC  
Short-term Rental Data and Professional Services  
HCSA - 5-5-2016 - W

Exact timeline TBD, but we anticipate that we anticipate that we will be able to deliver the initial draft of the ordinance within 90 days of contract award.

<b>Total Price</b>	<b>\$20,000</b>
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