



# Short-Term Rental (STR) Cross-functional Team Update

January 18, 2023



# Cross Functional Team Activation

Planning and Inspections

Code Enforcement

Police

Strategic Communications

City Attorney's Office

Fire

Office of the Comptroller

Office of Management and Budget

Purchasing and Strategic Sourcing

Information Technology Services

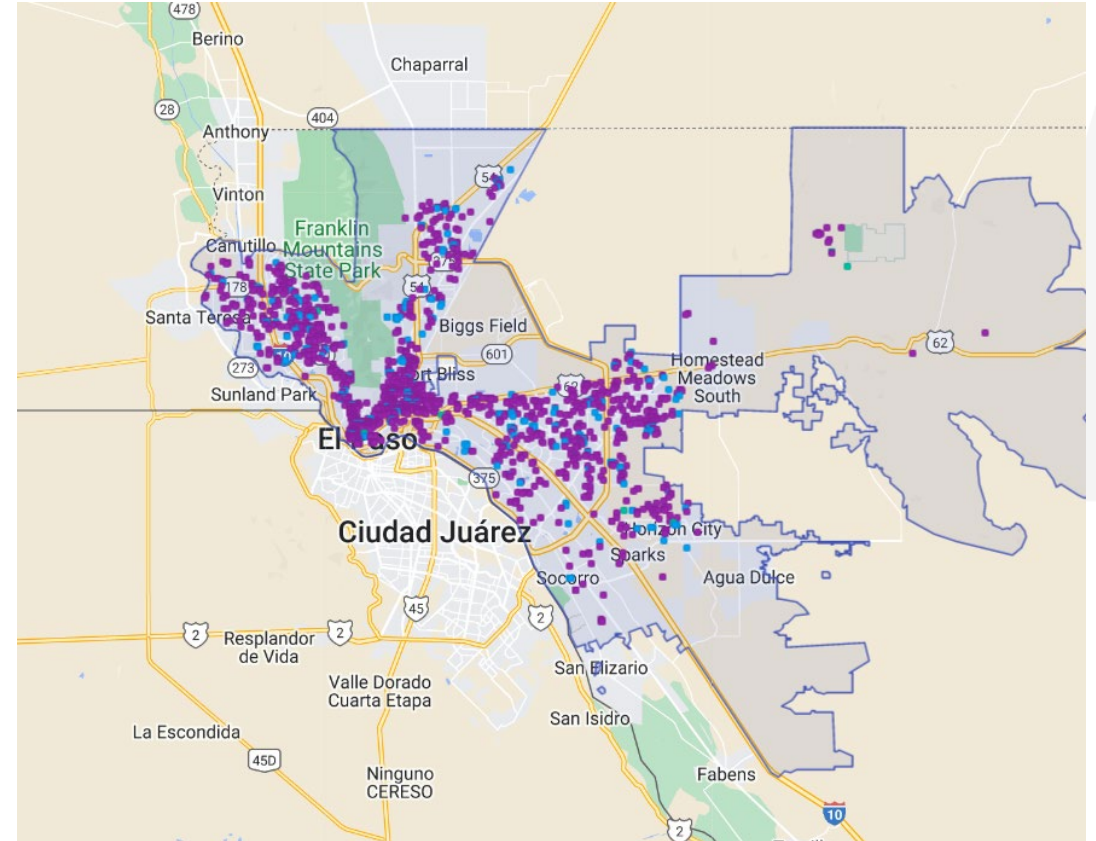
# Agenda

- Current Conditions
- Comparative Cities
- Focus on Results
- Community Outreach
- Next Steps



# Current Conditions

- 1,500 – 1,850 STRs operating in El Paso today
- Vast majority (74%+) of STRs are listed on Airbnb
- Approximate occupancy rate: 58%



Data via AirDNA Market Minder: <https://www.airdna.co/vacation-rental-data/app/us/texas/el-paso/overview>

# Comparative Cities

- San Antonio
- Plano
- Waco
- Albuquerque
- Lubbock
- Austin
- Dallas



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# Focus on Results

- Recommend an Ordinance that addresses both Hosts and Neighborhood concerns
- Focuses on the safety of the guests and neighborhoods
- Create a simple user-friendly process to register a permit
- Establish a permit fee based on cost of service
  - Planning and Inspections, Code Enforcement, Police, and Fire
- Collect the hotel occupancy tax per state statute

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# Initial Framework

## **Definition of a Short-Term Rental (STR)**

How do we define the property types?

## **Density Limitations**

How many STRs can be within an area or neighborhood?

## **Safety Requirements**

What type of safety requirements need to be provided?

## **Permit Requirements**

What does this include and associated cost?



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# Basic Property Definition

## **Short-Term Rental:**

A residential dwelling unit, apartment, condo, or accessory where sleeping areas are rented to overnight guests for a period of less than 30 consecutive days



# Community Feedback

Gather actionable feedback for the Short-Term Rental Ordinance from:

- Community Members
- Hosts & Guests
- Hotel/Motel Association
- Chambers of Commerce
- Neighborhood Coalition
- Developers





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# Public Outreach Summary

- Website
- Press Releases
- Social Media
- Traditional Media
  - Interviews
  - Story Pitches
- Presentations to Communities of Excellence Partners  
(key stakeholders; e.g., Chambers, DMD, Hotel/Motel Association, Apartment Association, Realtors Association, etc.)
- City TV
- Neighborhood Associations
- District Representative Meetings
- Community Meetings
- Council Newsletters



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# Public Outreach Summary

Staff will reach out to coordinate Council-hosted meetings. Staff will host additional community meetings. Below are the **tentative** dates for the additional meetings:

## Proposed In-Person Meetings

**MONDAY, FEBRUARY 6, 2023 | 6PM**  
Pebble Hills Regional Command Center  
10780 Pebble Hills Blvd.

**WEDNESDAY, FEBRUARY 8, 2023 | 6PM**  
Northeast Regional Command Center  
9600 Dyer St.

**TUESDAY, FEBRUARY 7, 2023 | 6PM**  
Westside Regional Command Center  
4801 Osborne Dr.

**THURSDAY, FEBRUARY 9, 2023 | 6PM**  
Mission Valley Regional Command Center  
9011 Escobar Dr.

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## Proposed Hybrid Meeting:

**MONDAY, FEBRUARY 13, 2023 | 6PM**  
City Hall, 300 N. Campbell St.

**Virtual Link:** Microsoft Teams meeting  
[Click here to join the meeting](#)  
Meeting ID: 247 625 936 120  
Passcode: hTwJVc

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# CFT - Next Steps

- Conduct Community Meetings
  - Coordinate City Council-hosted meetings
  - Coordinate Additional Community and Communities of Excellence Partner meetings
- Final Recommendation to City Council Spring 2023

## Mission

Deliver exceptional services to support a high quality of life and place for our community

## Values

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople

## Vision

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government