

Community Pulse Survey: Short-Term Rentals (STRs)

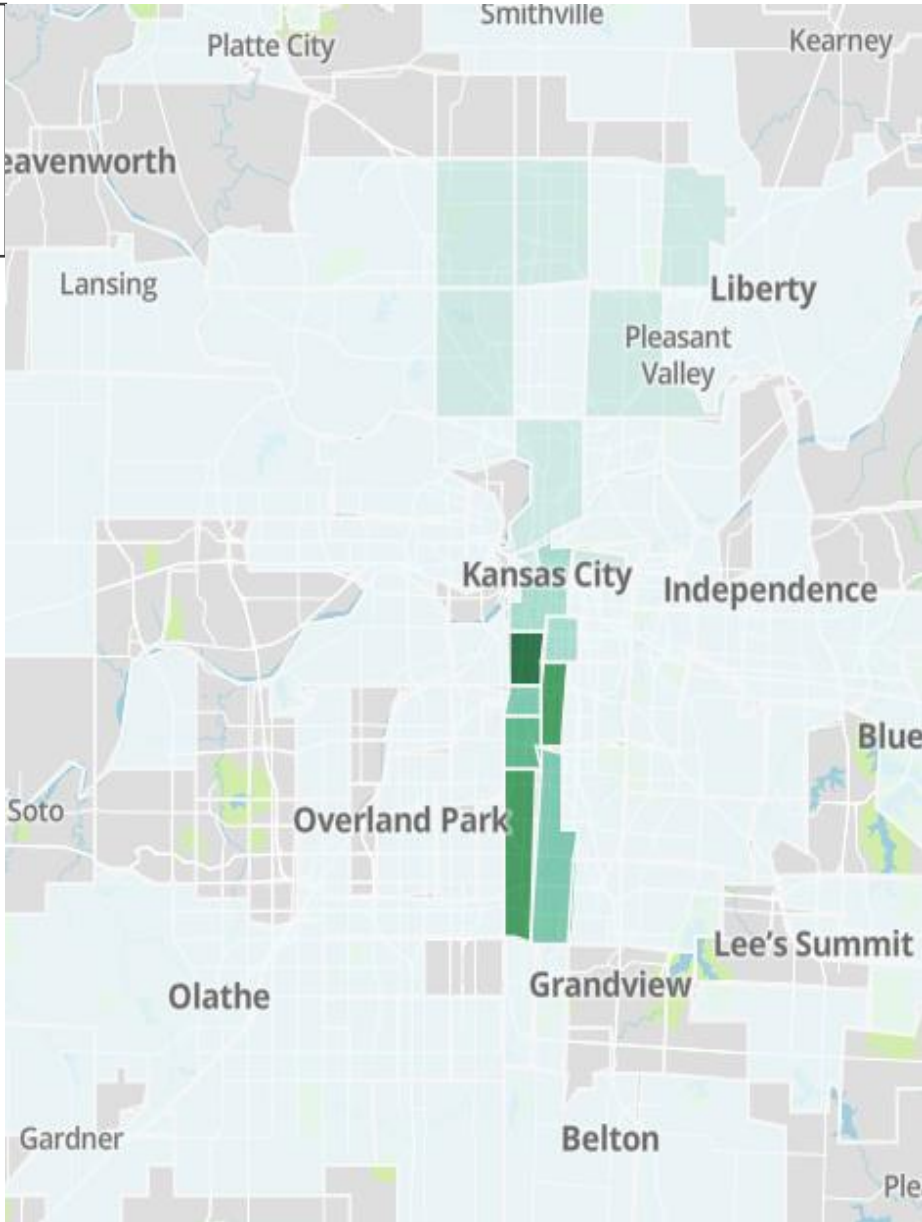
Administered via SurveyMonkey
November 16 – December 15, 2022

ADU Pulse Survey Overview

- Feedback Areas:
 - Personal experiences with short-term rentals
 - Policies in KCMO regarding STRs
 - Portfolios and practices of current STR owners
- Timeframe: November – December 2022
- Responses: 1,756

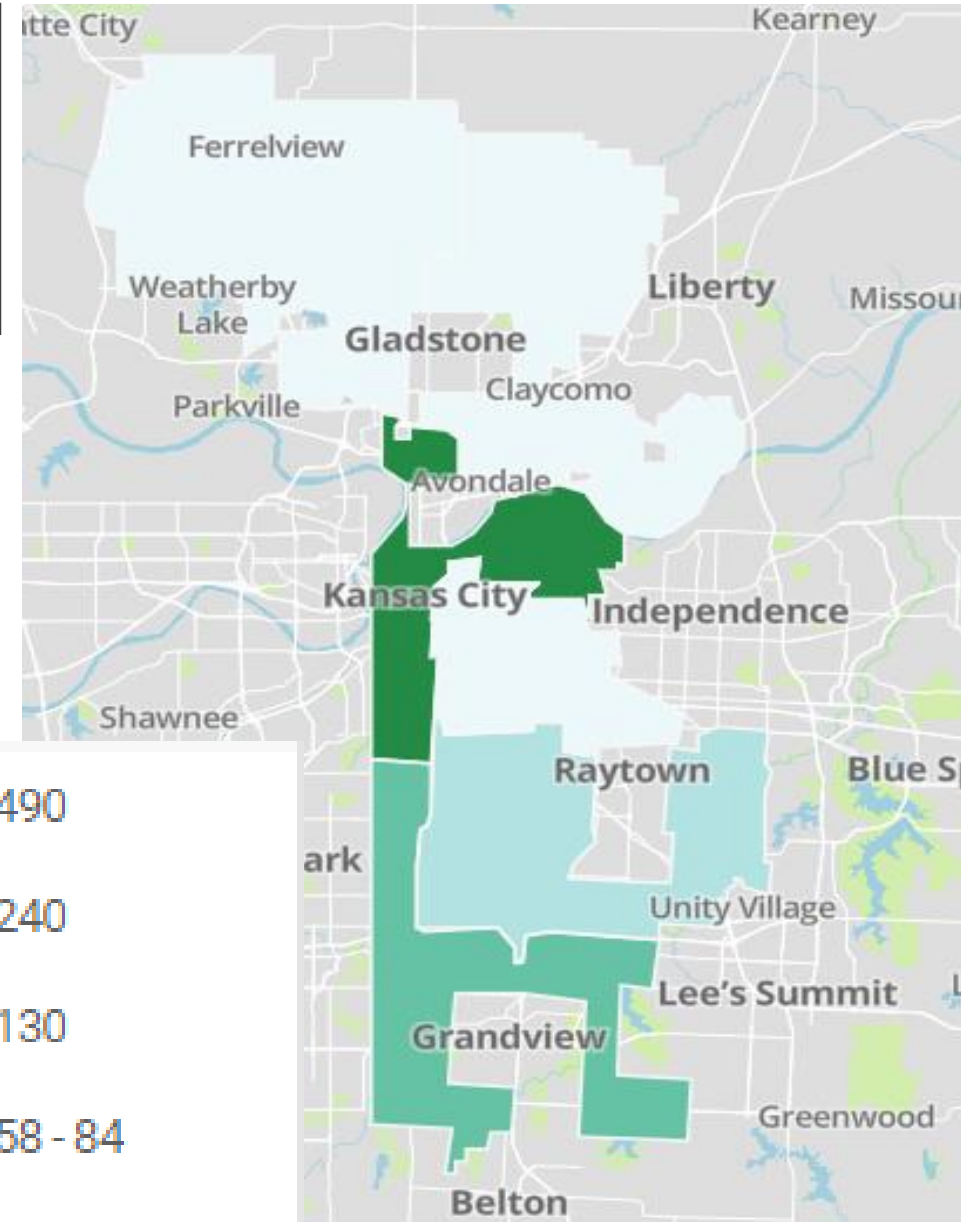
Geography of Survey Participants

Survey Responses by ZIP



- 292
- 146 - 162
- 124
- 87 - 92
- 66 - 77
- 20 - 46
- 1 - 17

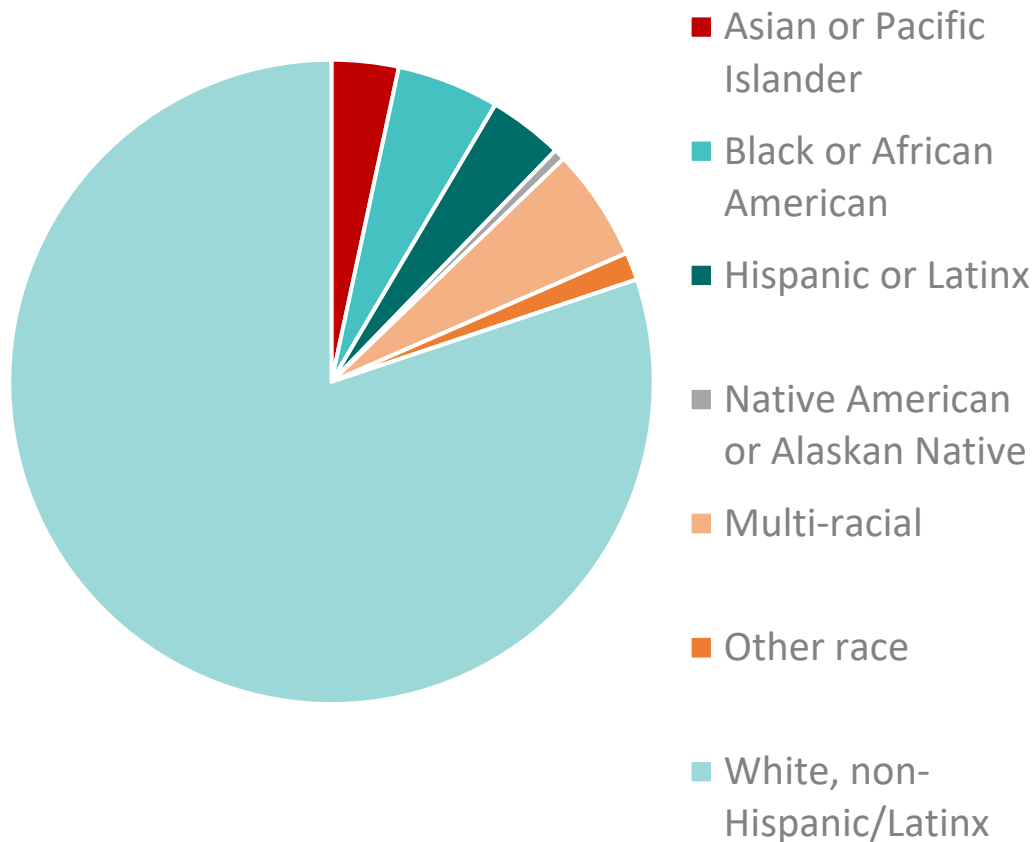
Survey Responses by Council District



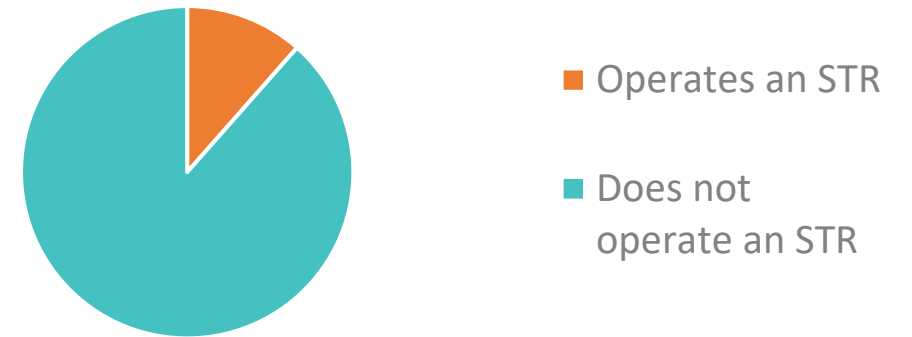
- 490
- 240
- 130
- 58 - 84

Demographics of Survey Participants

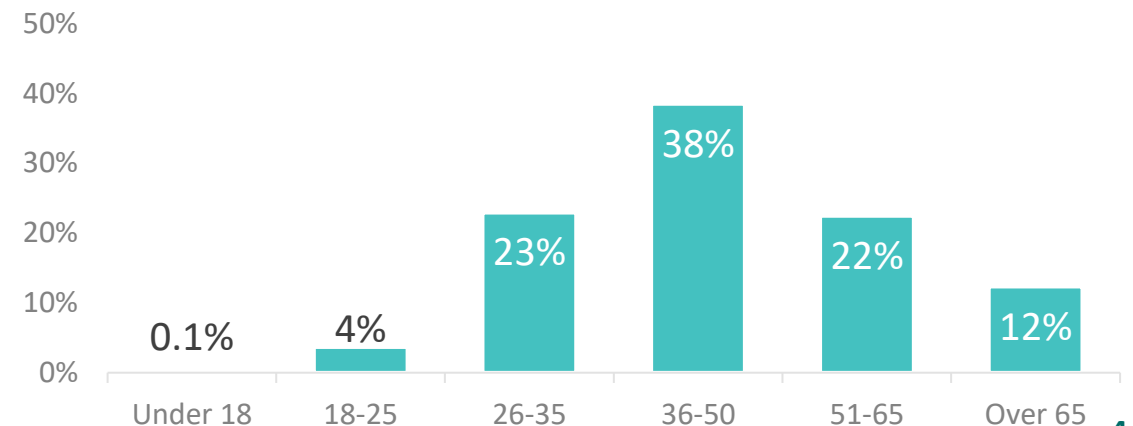
White, non-Hispanic residents were overrepresented in the survey responses



About 11.5% of respondents said they own or operate a short-term rental in KCMO



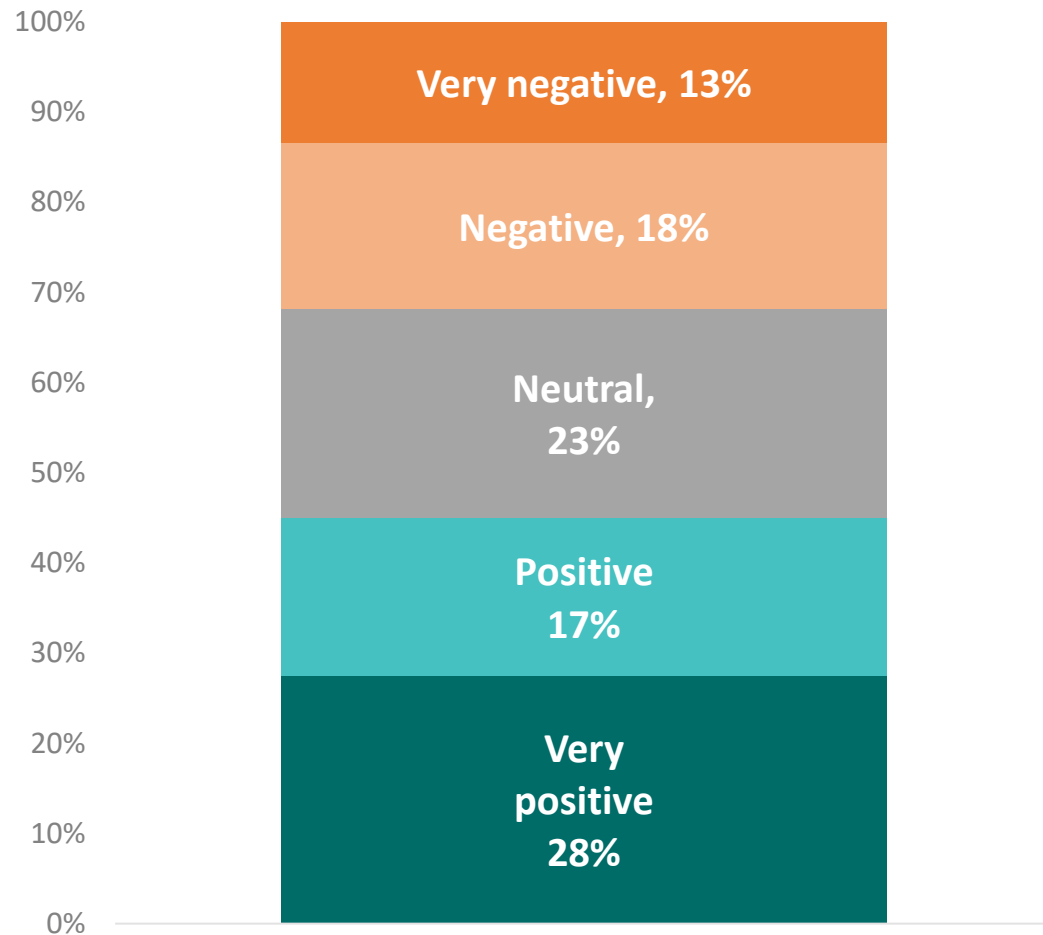
Age distribution was closest to city demographics



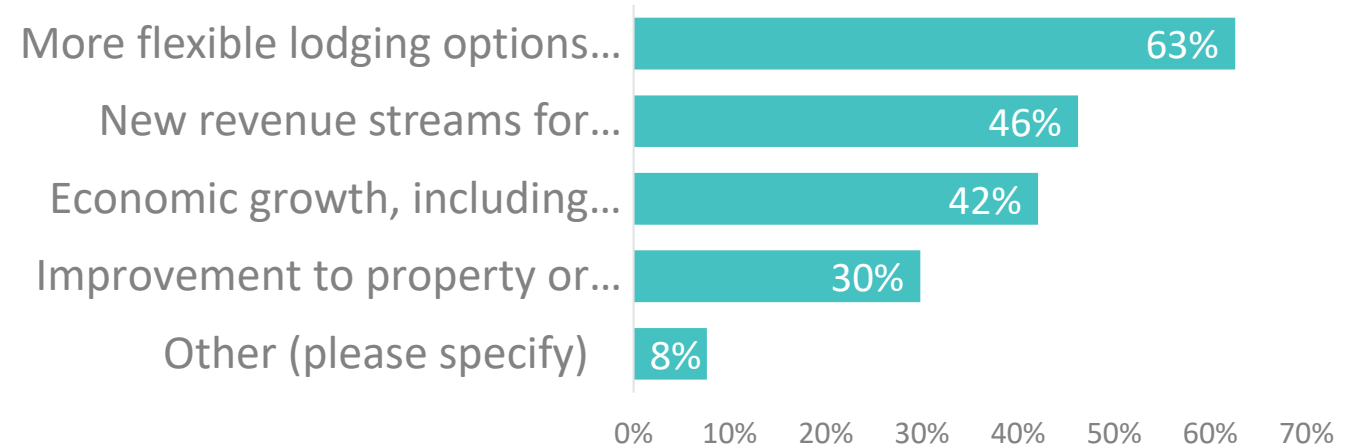
Experiences with short-term rentals

Overall opinion, pros/cons of STRs divided

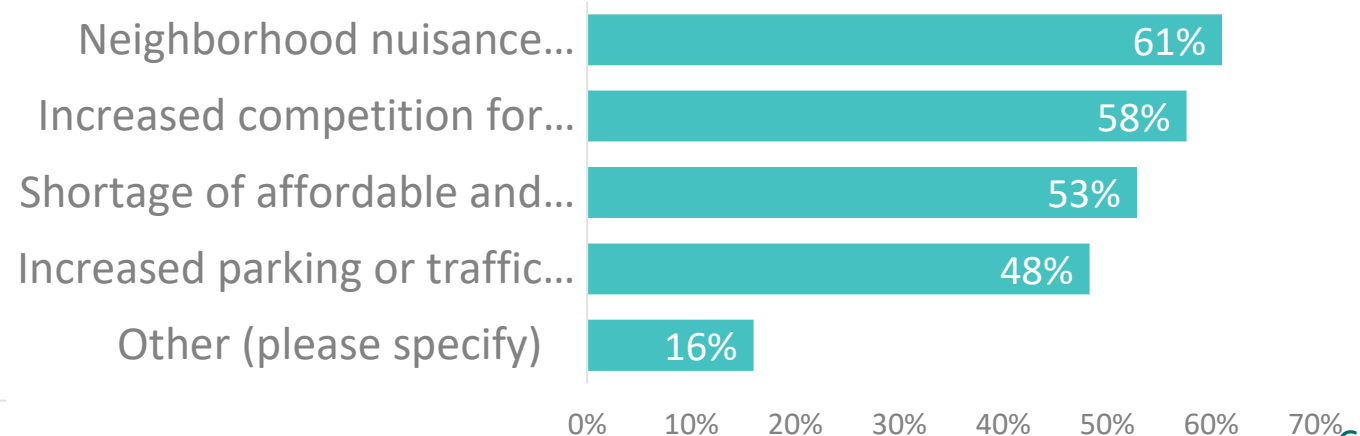
Overall, based on your experience, what is your opinion of short-term rentals?



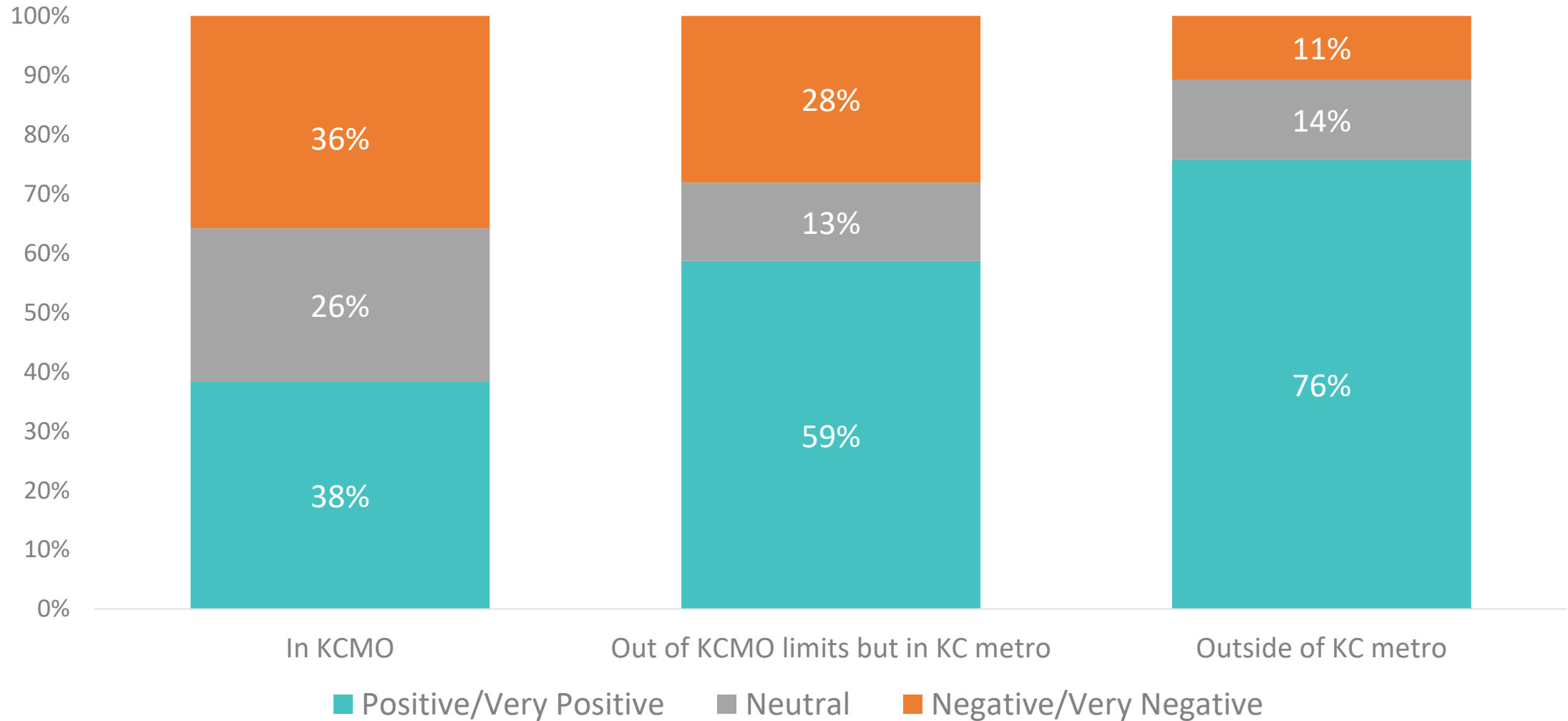
STR Benefits to the Community



STR Challenges to the Community

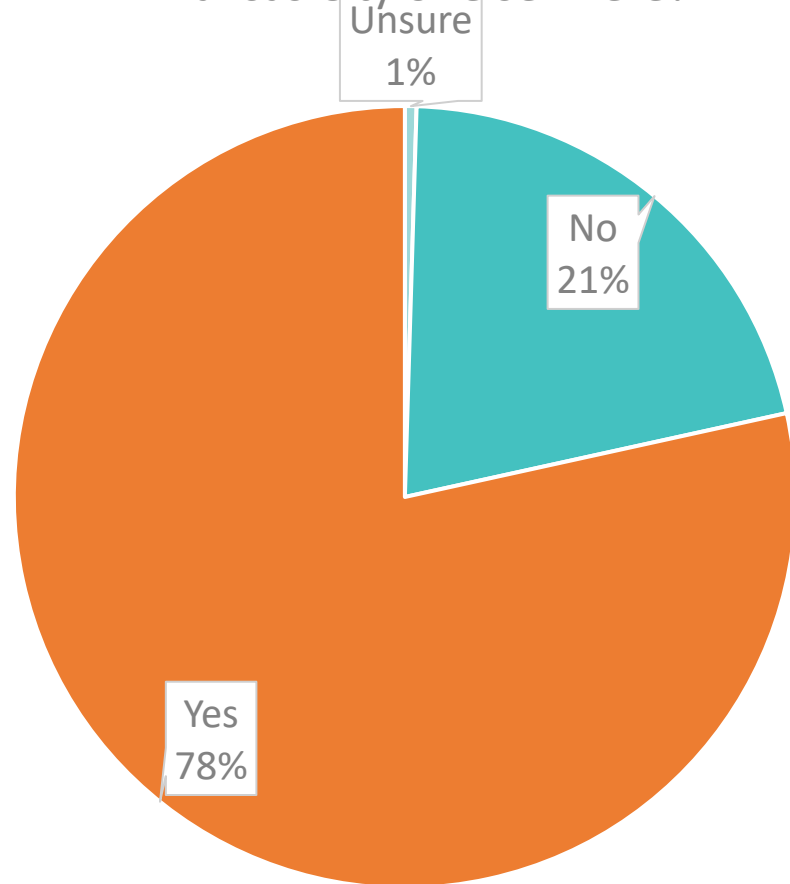


Geography (and thus ownership) impacts overall opinion of STRs

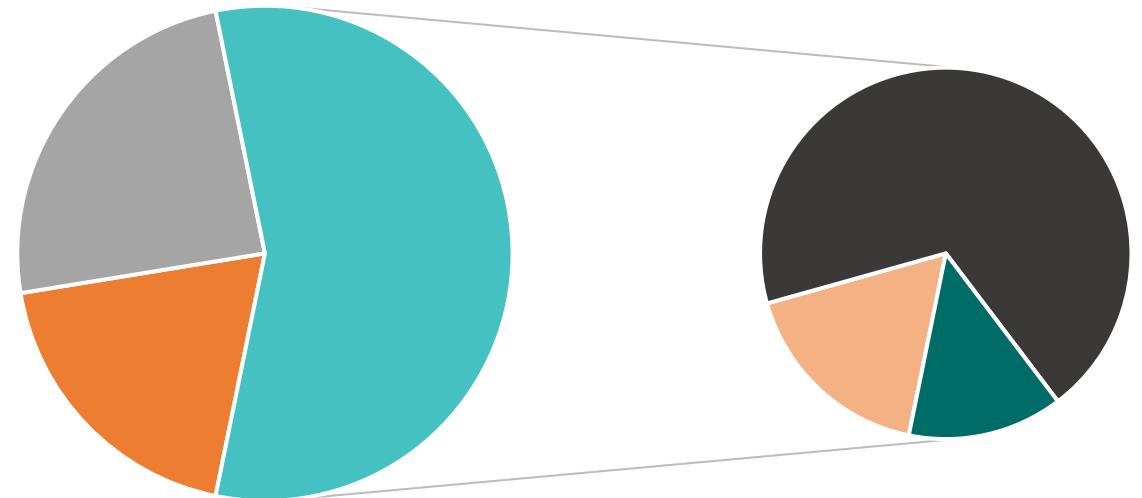


High firsthand and secondhand exposure to STRs

Have you ever stayed in a short-term rental, in Kansas City or elsewhere?



Do you currently live near a short-term rental, and if so, is it registered?

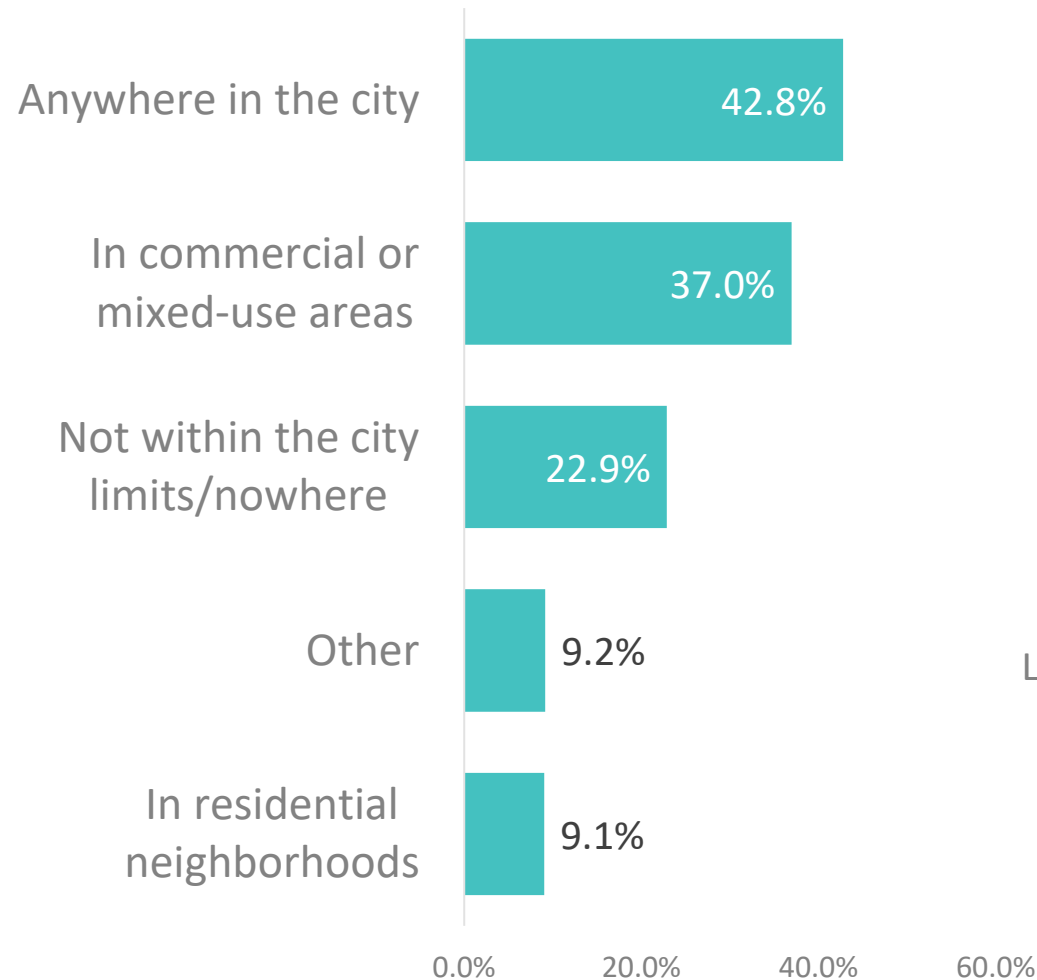


- I don't live near one
- I'm not sure if I live near one
- I do live near one and it is not registered
- I do live near one and I'm not sure if it is registered
- I do live near one and it is registered

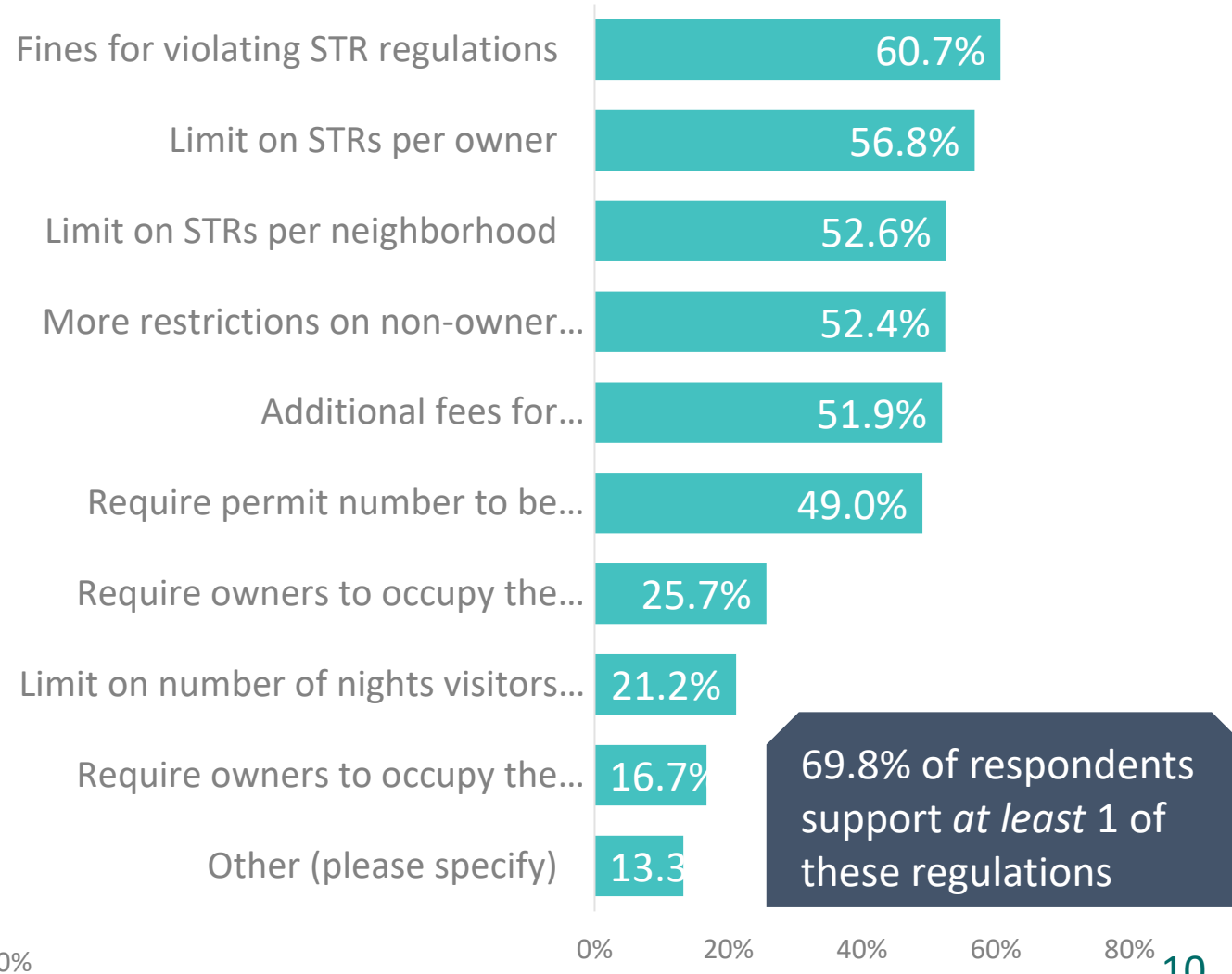
Feedback on how we can
improve

More regulation of STRs is popular, varied opinions on the specifics

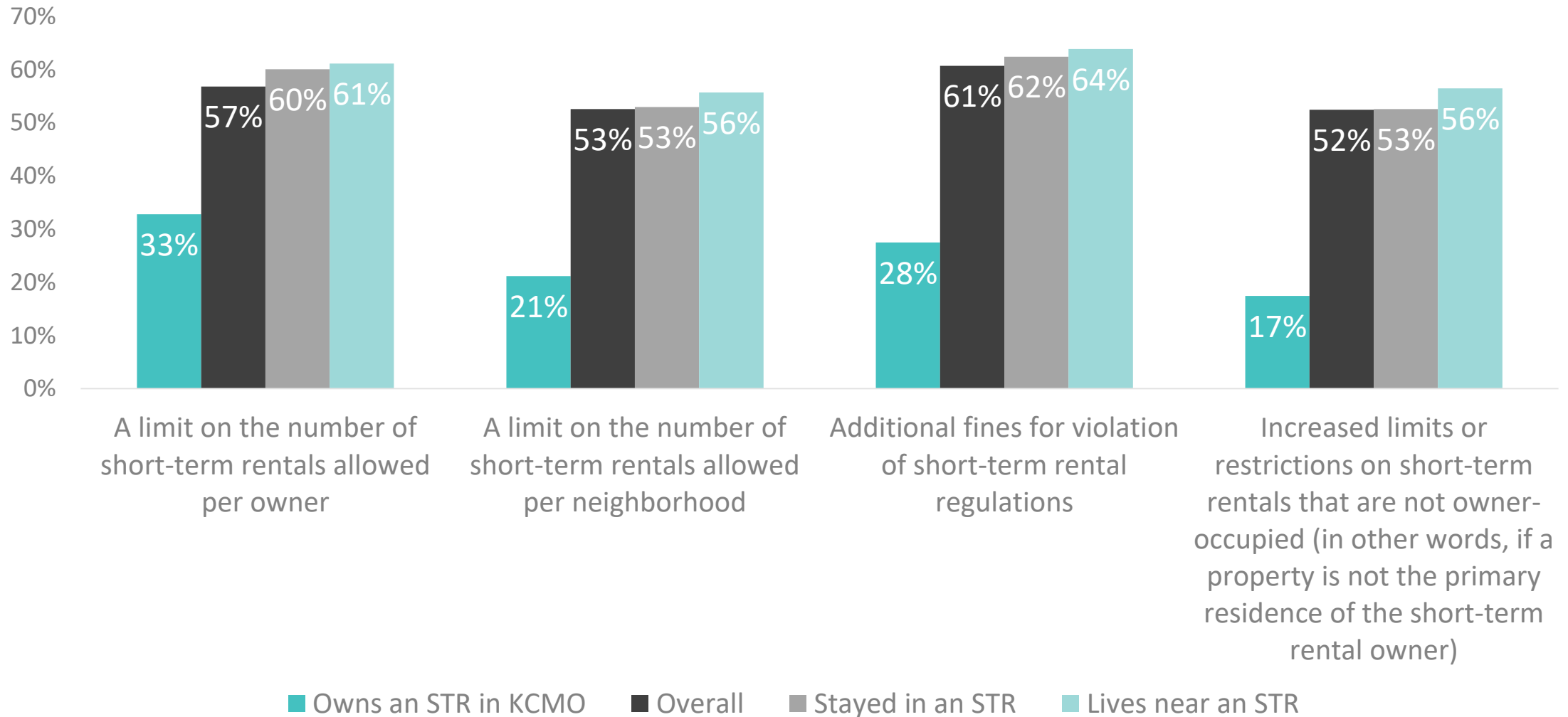
Where should short-term rentals be allowed?



What additional regulations would you support?



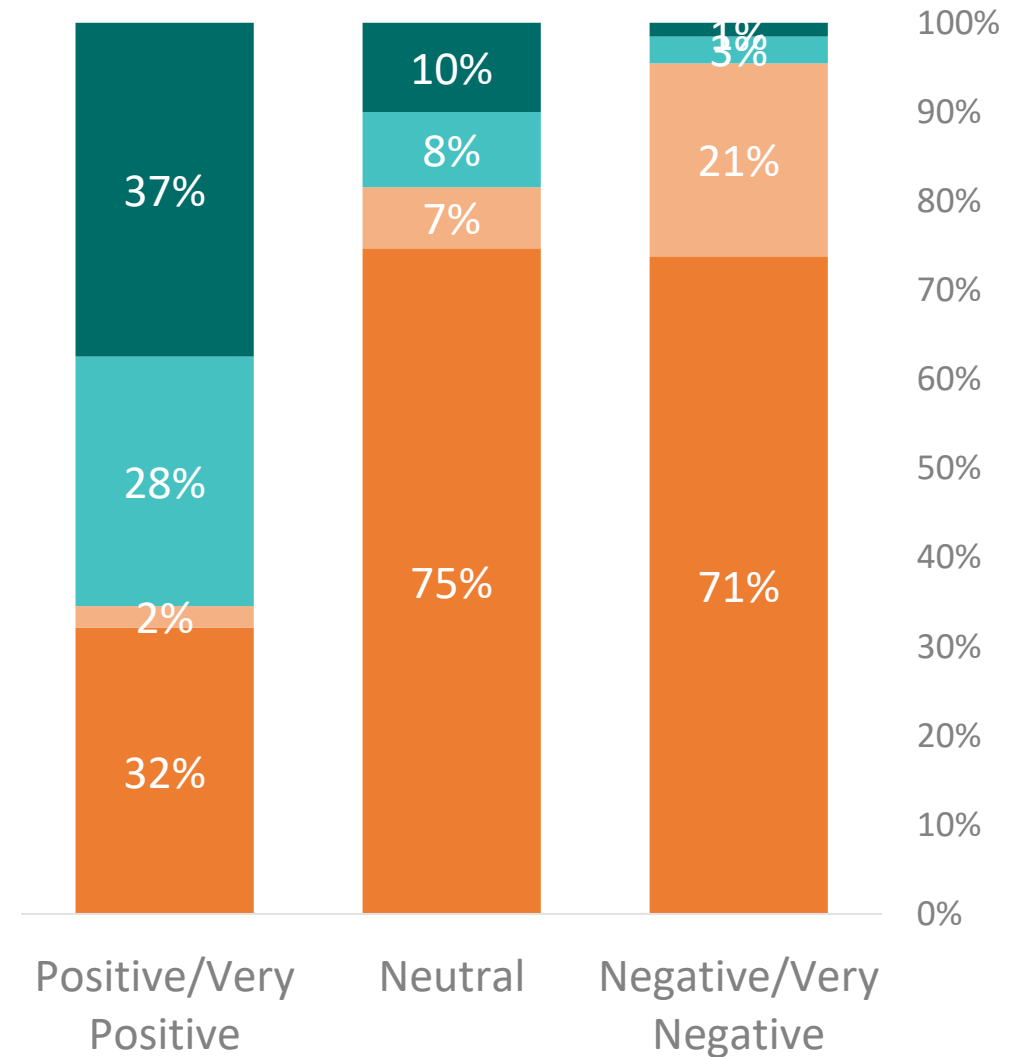
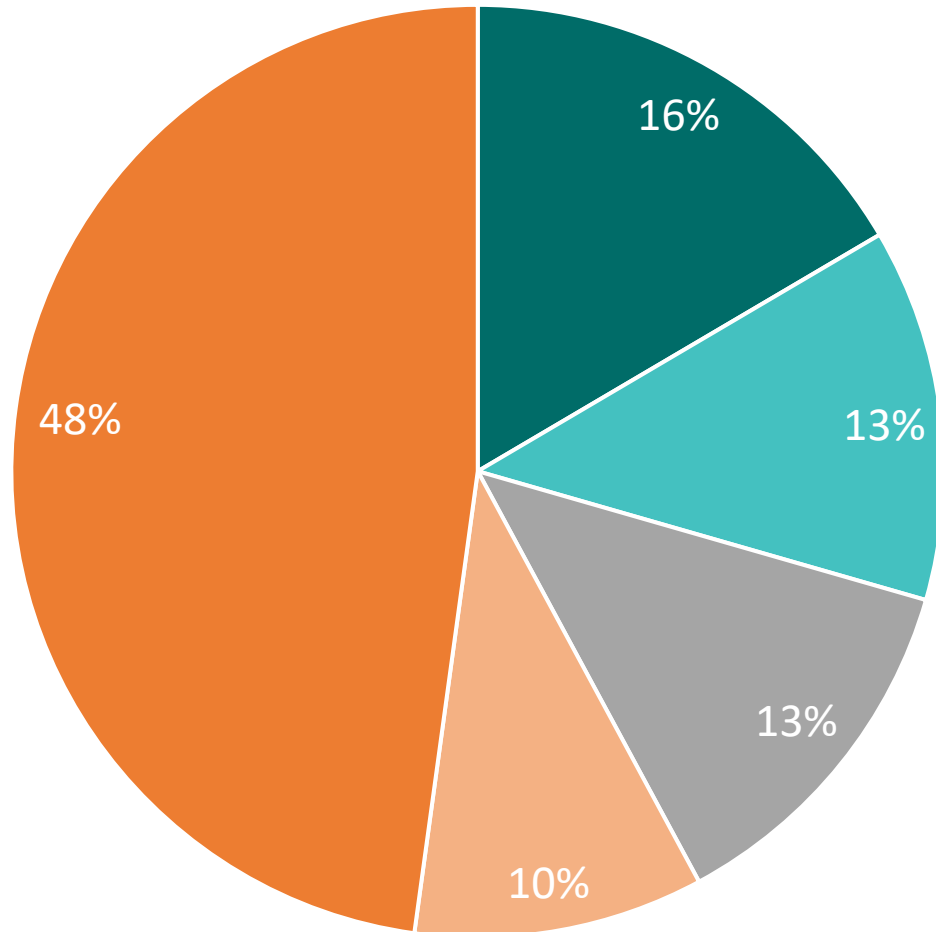
STR owners desire little regulation, all others much more aligned regardless of experiences with them



High support for taxing STRs like hotels

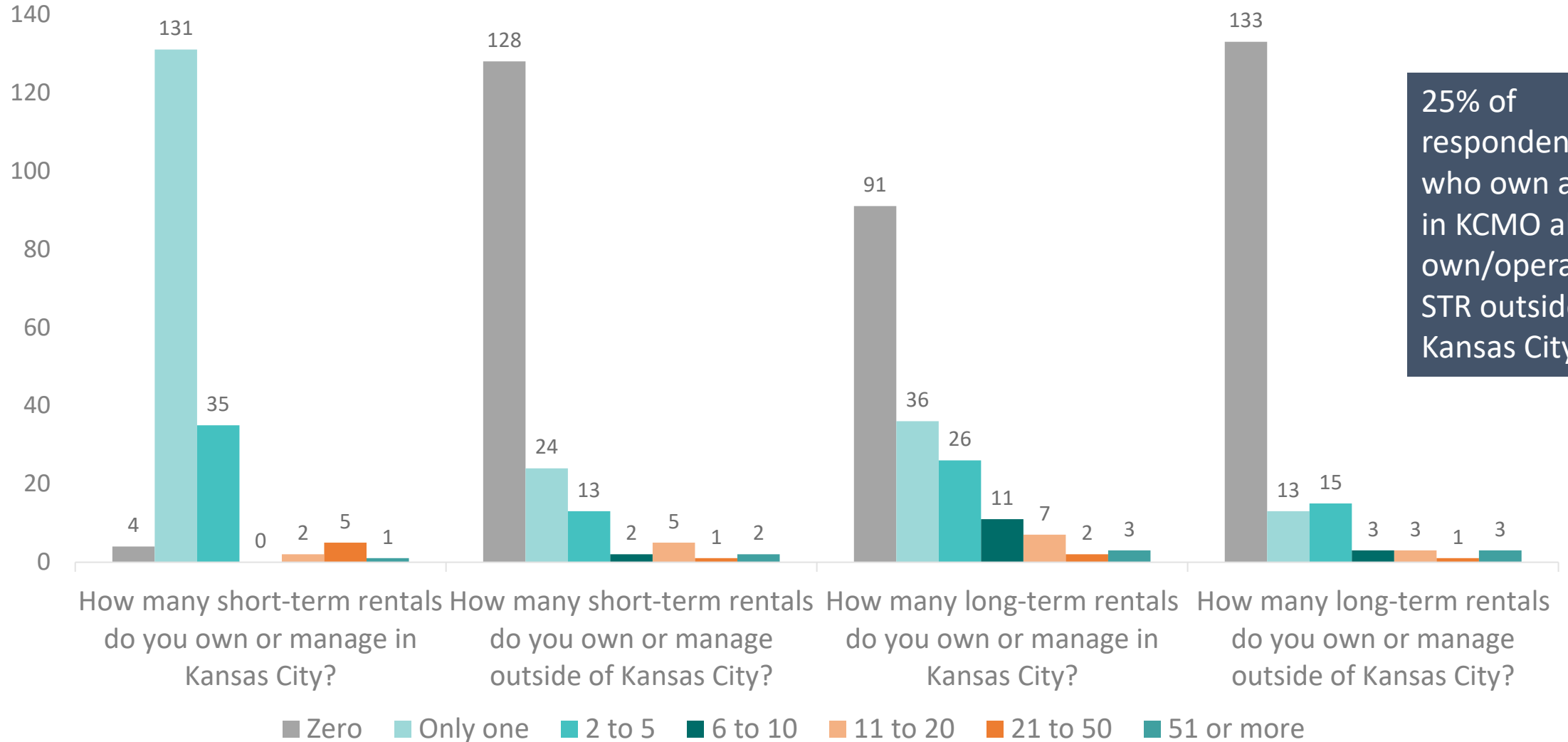
Should short-term rentals be taxed like hotels?

■ No, they should not be taxed ■ No, they should be taxed less ■ Unsure ■ No, they should be taxed more ■ Yes



STR Owner: Current Portfolio

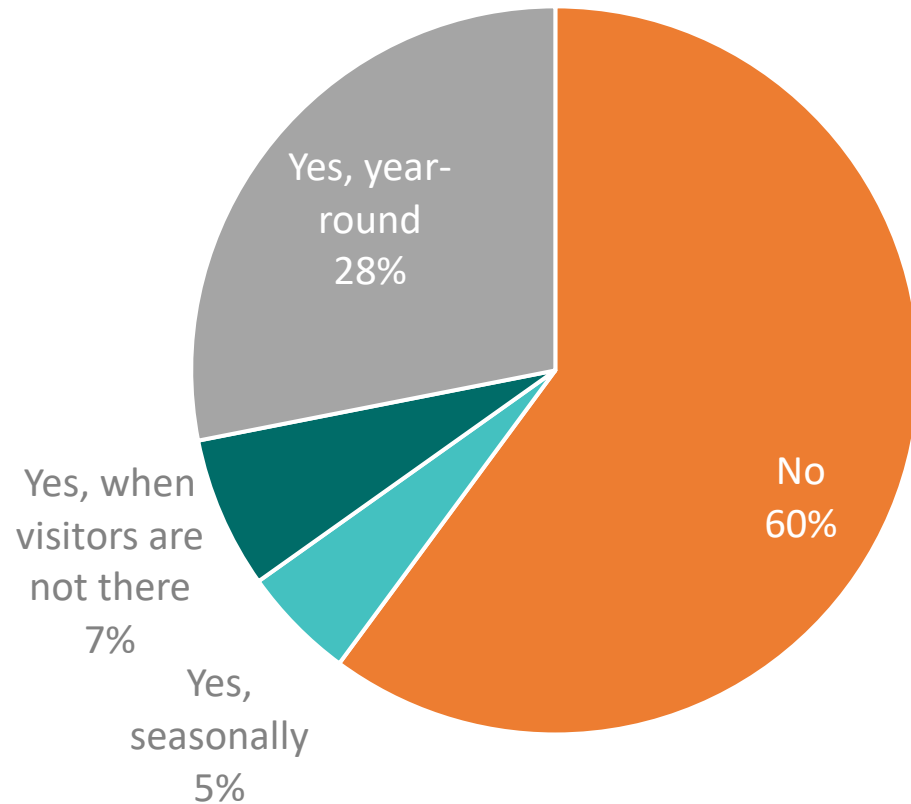
Most respondents who own an STR in KCMO only have one, few have large stock



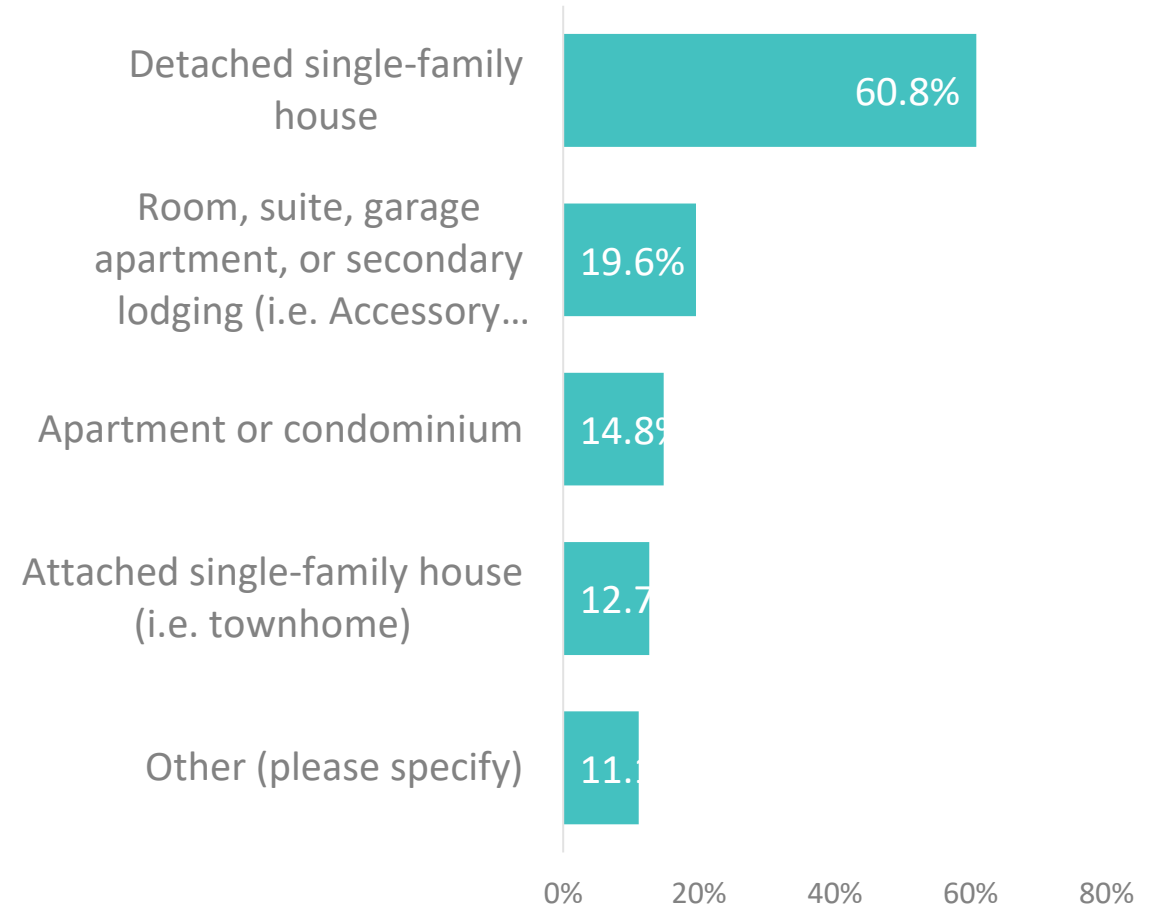
25% of respondents who own an STR in KCMO also own/operate an STR outside of Kansas City

In KC, most STRs are non-owner-occupied, detached single-family houses

Do you live on-site at any of the short-term rentals that you manage?



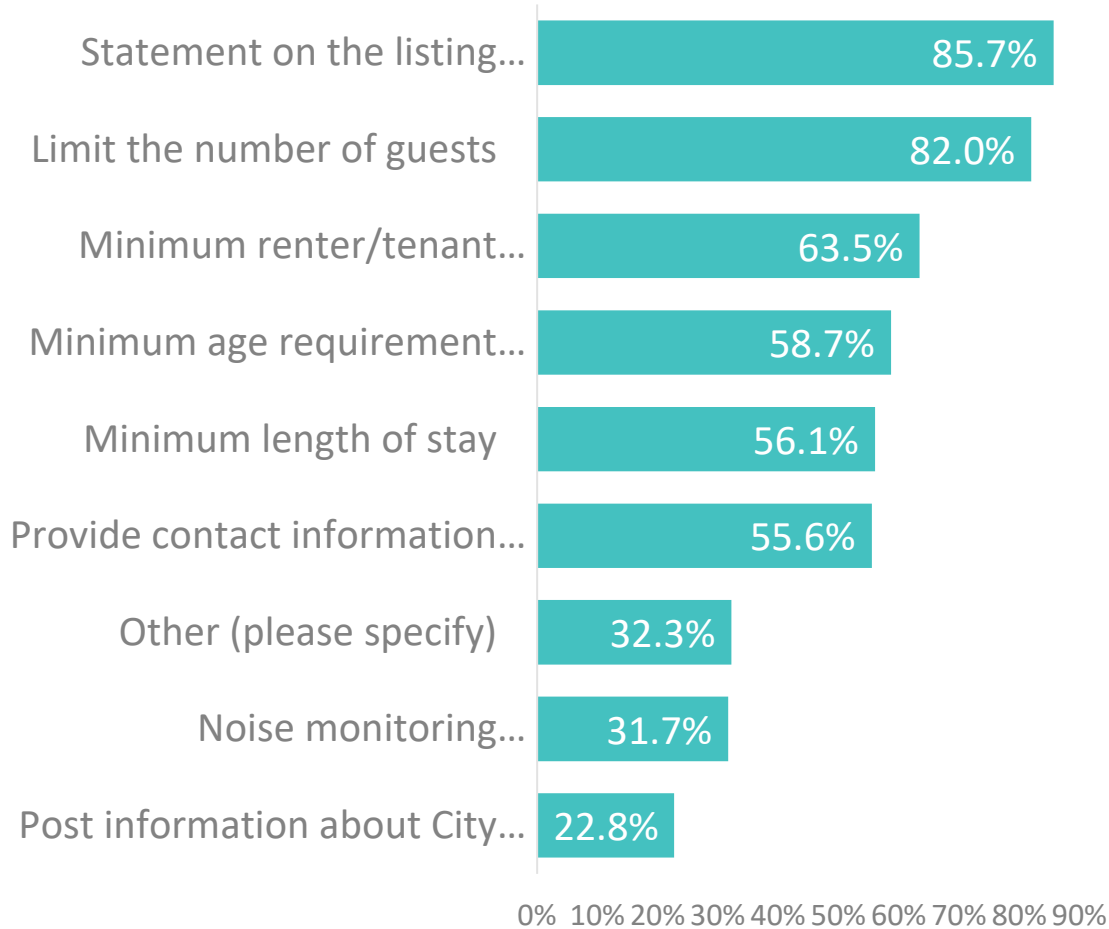
What type of short-term rental do you host?



STR Owner: Current Practices

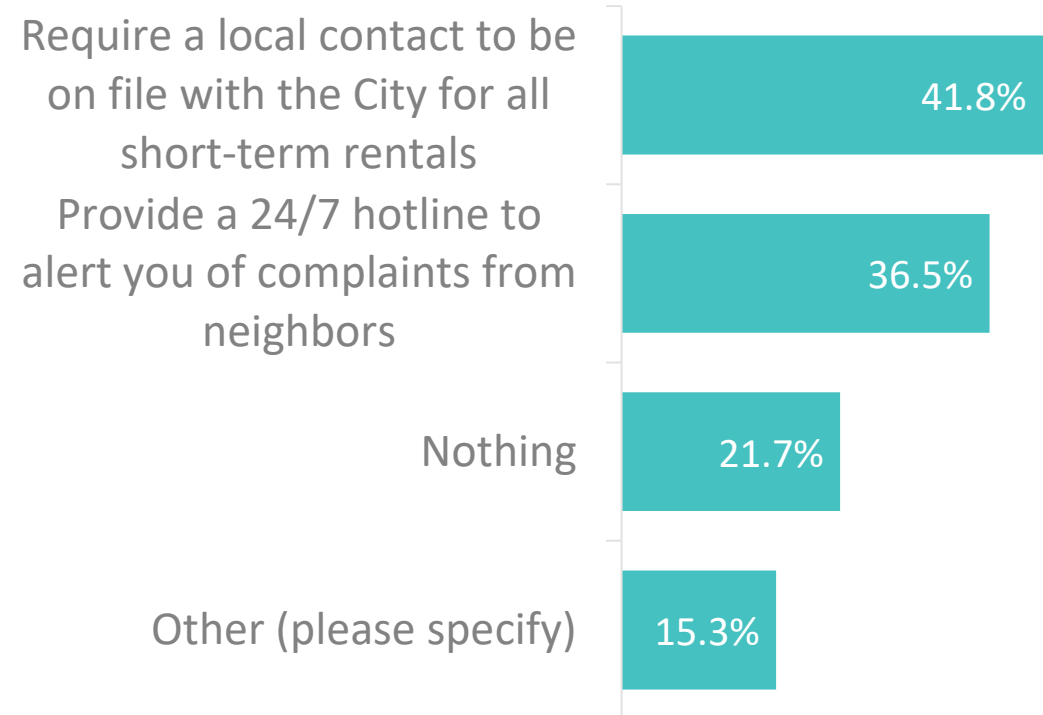
Few owners have experienced problem renters, so most okay handling without the City

How do you prevent parties and other bad behavior at your rental?



Only 25% of respondents say they have ever experienced a problem with renter/tenant behavior in their property

What support might the City be able to offer you in dealing with problems caused by renter/tenant behavior?



STR Pulse Survey Key Takeaways

- Public support of short-term rentals is divided, but most agree that regulations and enforcement are needed for improvement
 - Reminder: not a statistically valid survey
 - However, 71% of respondents identified at least one benefit short-term rentals provide to Kansas City
- Strong correlation between respondents' geography and opinion on short-term rentals
 - For KCMO residents:
 - Strongly divided overall opinion of short-term rentals
 - Strong support for zoning requirements and regulating volume, location of short-term rentals
 - Non-KCMO residents were more likely to own a rental in KCMO, which has strong correlation with being anti-regulation of any sort
- Moderate support across the board to focus STRs in commercial areas and tax like hotels