


# Short Term Rental Opinion Survey Results

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Inverness Association  
Spring 2023



# Summary

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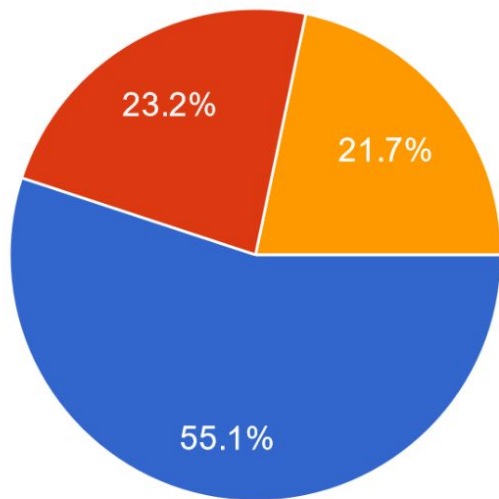
**336:** Number of total responses

**269:** Responses from Inverness residents and homeowners

**186:** Responses from Inverness primary residents

## What is your relationship to the Inverness community?

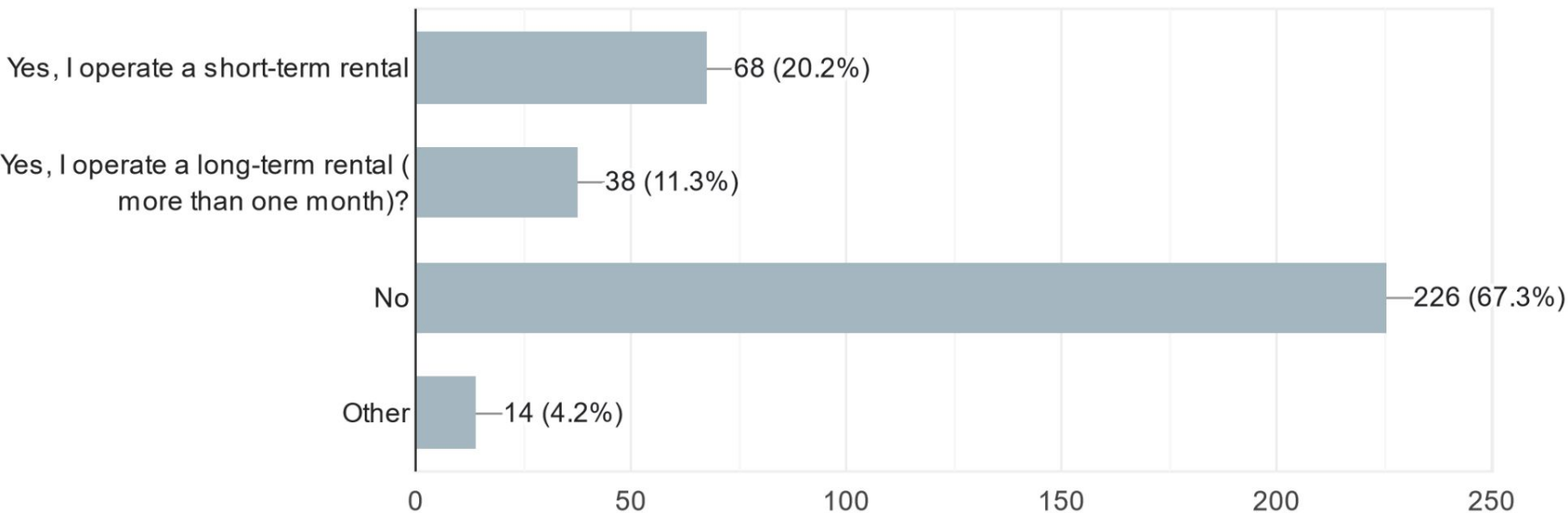
336 responses



- My primary residence is in Inverness
- I have a home in Inverness but it is not my primary residence
- Other

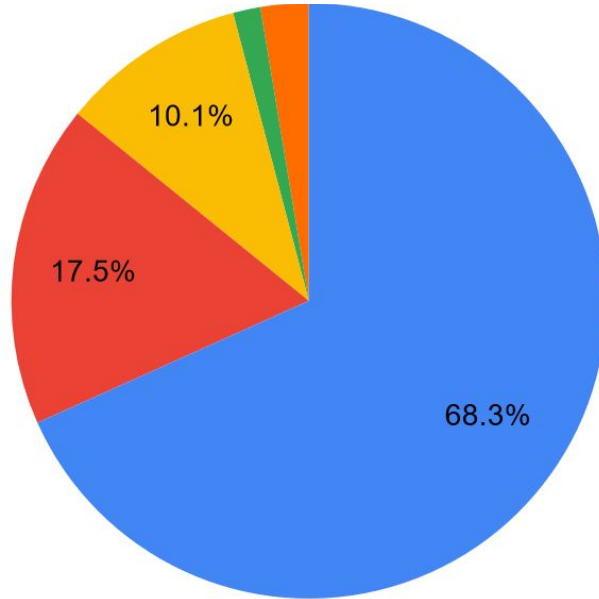
## Do you have a rental unit? (Check all that apply)

336 responses

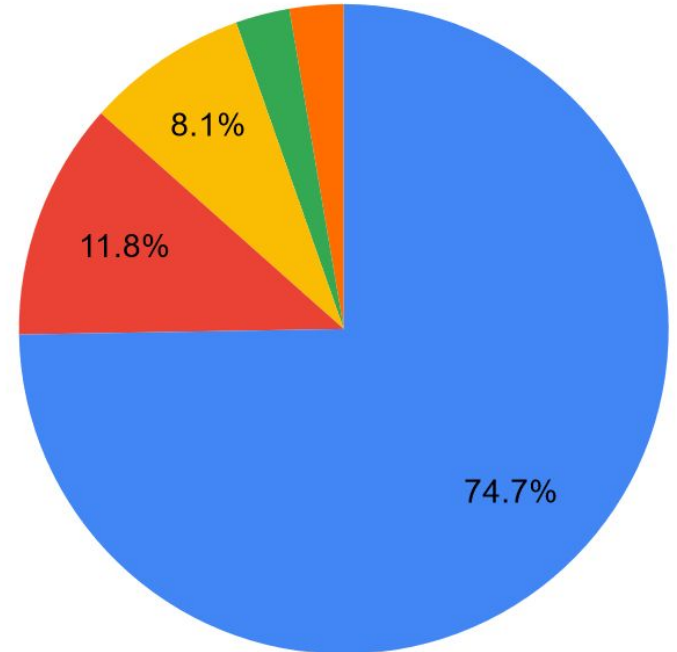


# Do you operate a rental unit?

Inverness Residents and Homeowners



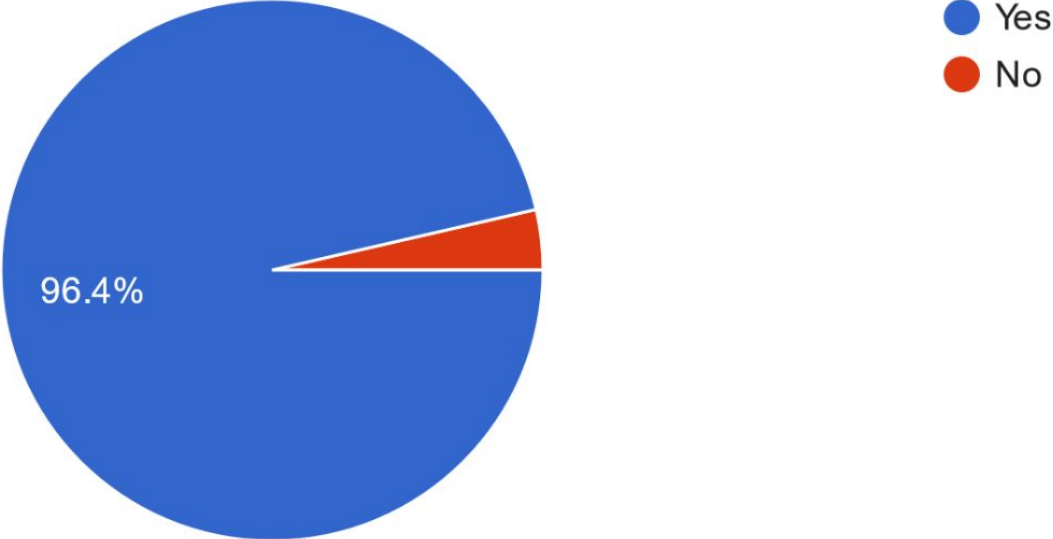
Primary Residents only



- No
- Operate an STR
- Operate a long-term rental
- Operate an STR and a long-term rental
- Other

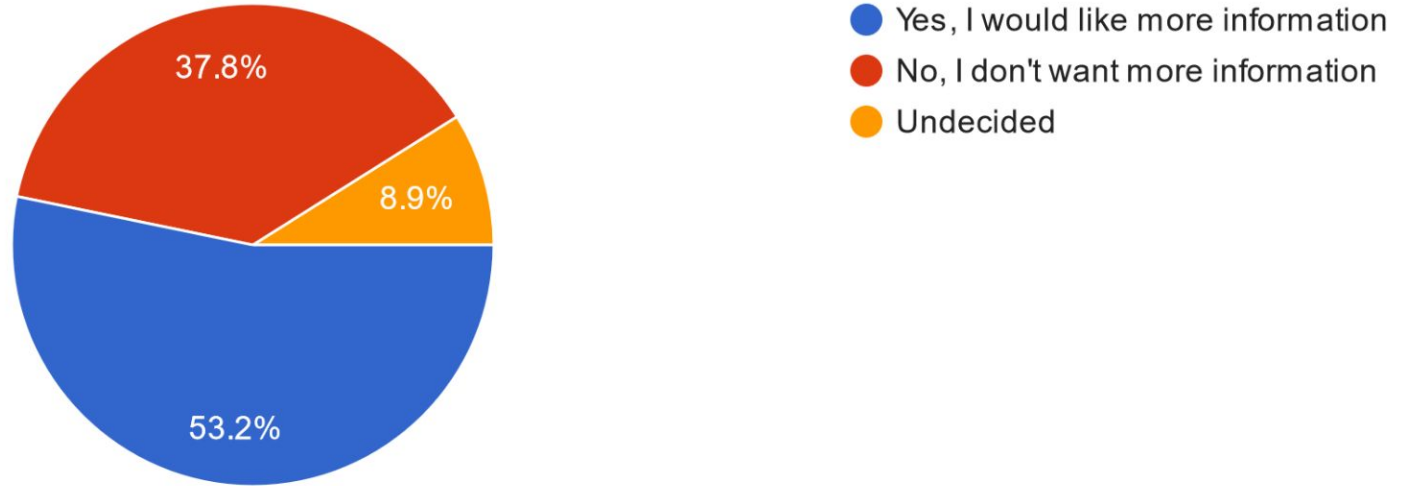
# Are you aware of the moratorium on short-term rentals in place in West Marin?

334 responses



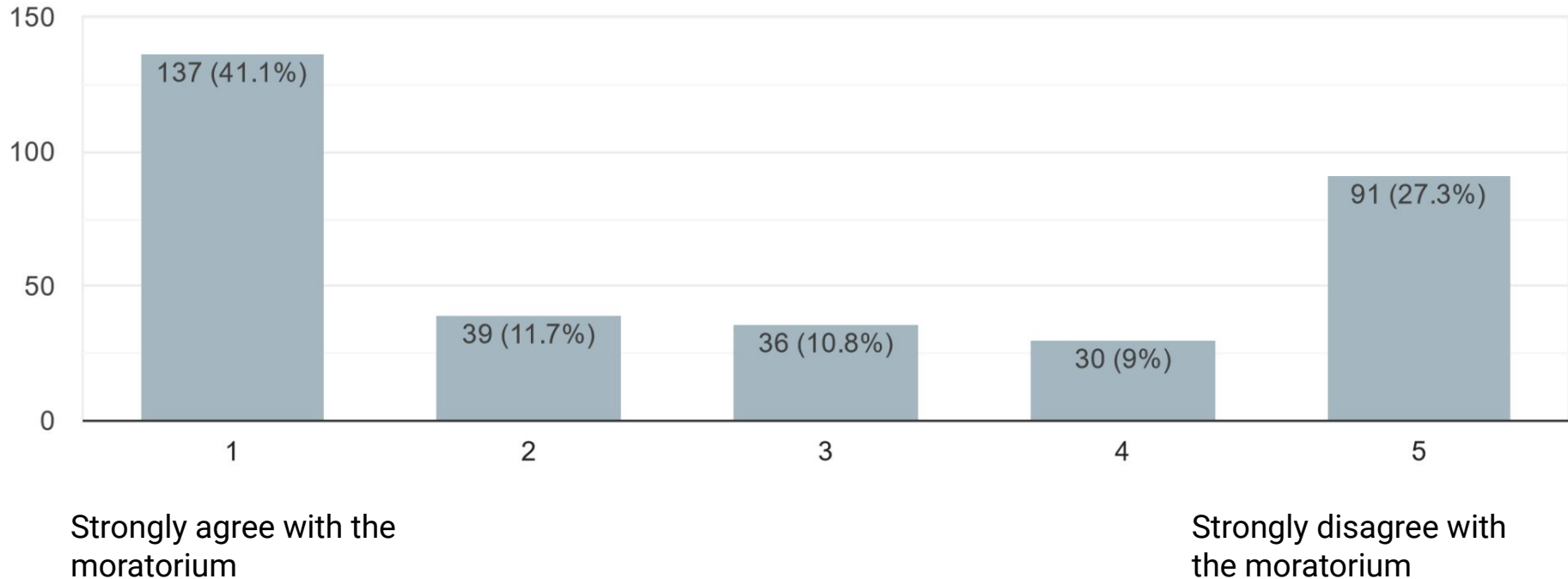
Would you like more information about the moratorium and future regulations on short term rentals in West Marin? You can sign up to receive information from the County of Marin here

325 responses



What is your view on the current moratorium, which keeps in place existing short-term rentals but does not permit new short-term rentals? The moratorium is scheduled to last through May-2024.

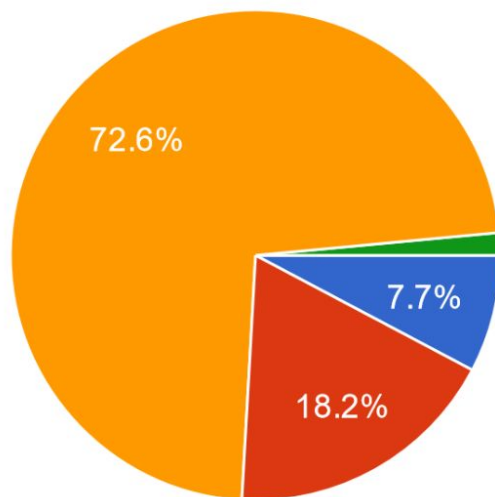
333 responses





Once the moratorium expires in 2024, the County of Marin may decide to issue new restrictions on short-term rentals. What best matches your views on future restrictions?

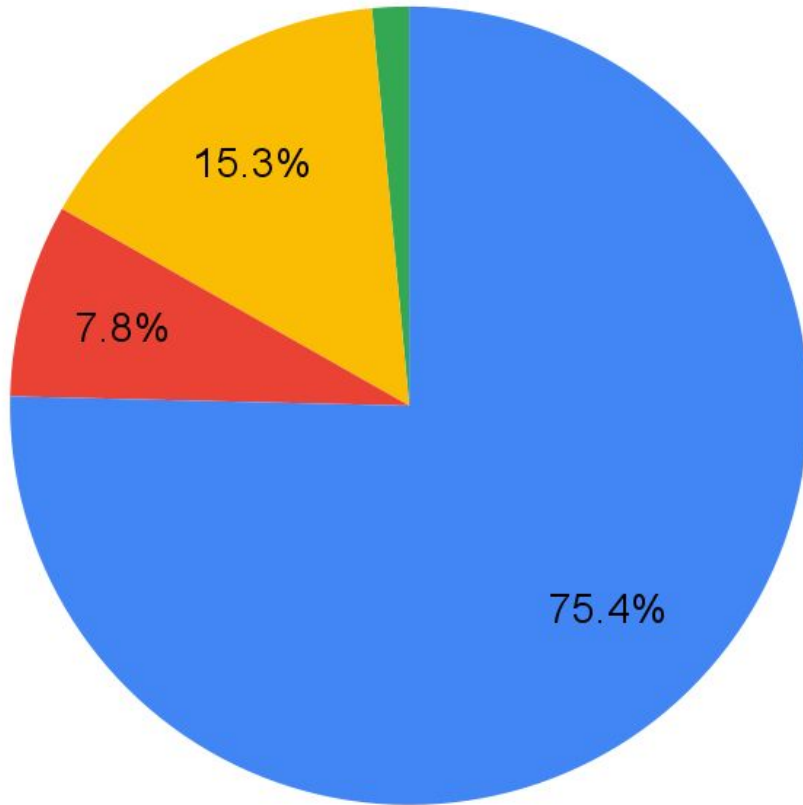
336 responses



- All short-term rentals should be banned including existing short-term rentals
- There should be no restrictions on short-term rentals
- There should be some restrictions on short-term rentals
- I'm not sure

# What best matches your views on future restrictions on STRs?

Inverness Residents and Homeowners

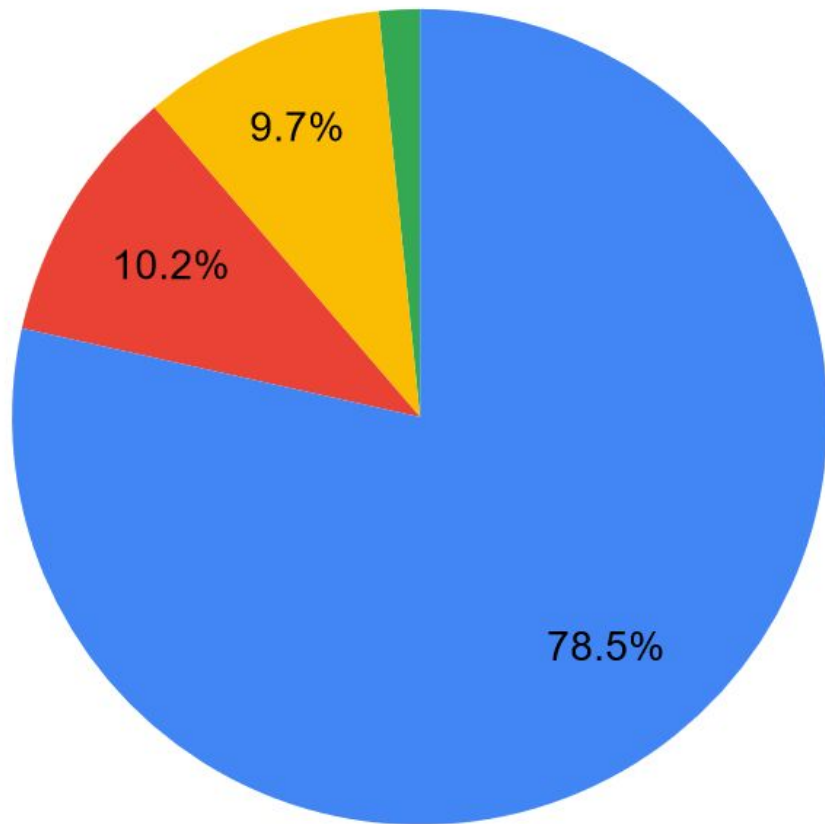


- There should be some restrictions on short-term rentals
- All short-term rentals should be banned including existing short-term rentals
- There should be no restrictions on short-term rentals
- I'm not sure

**83.2%** of Inverness Residents and Homeowners think there should be at least some restrictions on STRs

# What best matches your views on future restrictions on STRs?

Inverness Residents Only

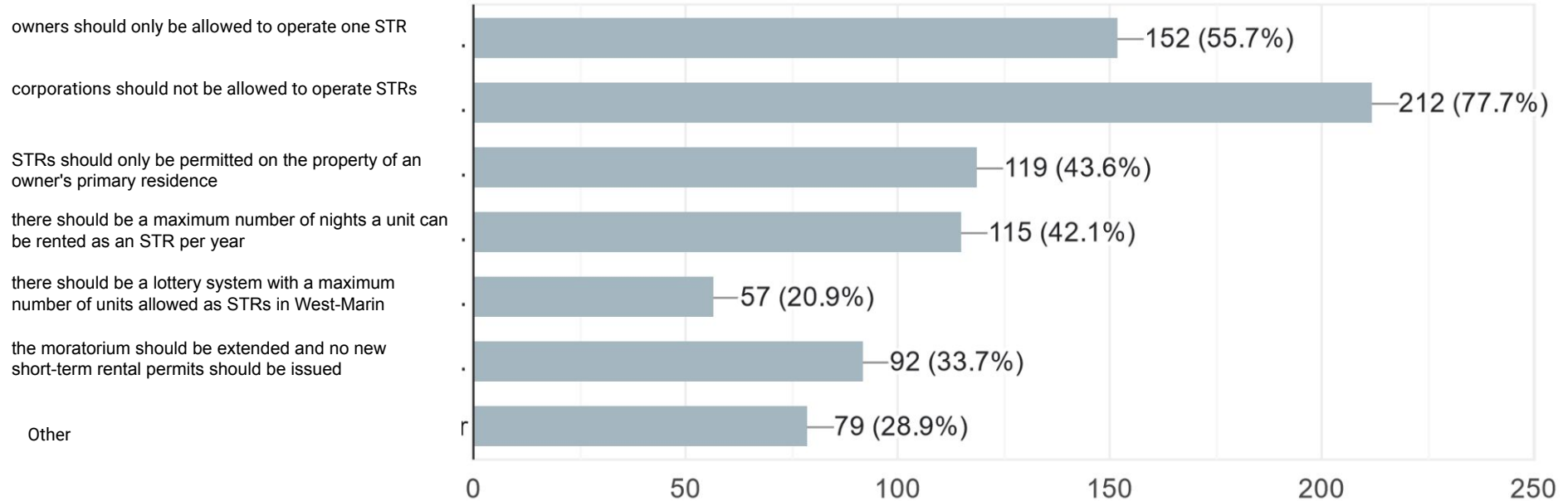


- There should be some restrictions on short-term rentals
- All short-term rentals should be banned including existing short-term rentals
- There should be no restrictions on short-term rentals
- I'm not sure

**88.7%** of Inverness primary residents think there should be at least some restrictions on STRs

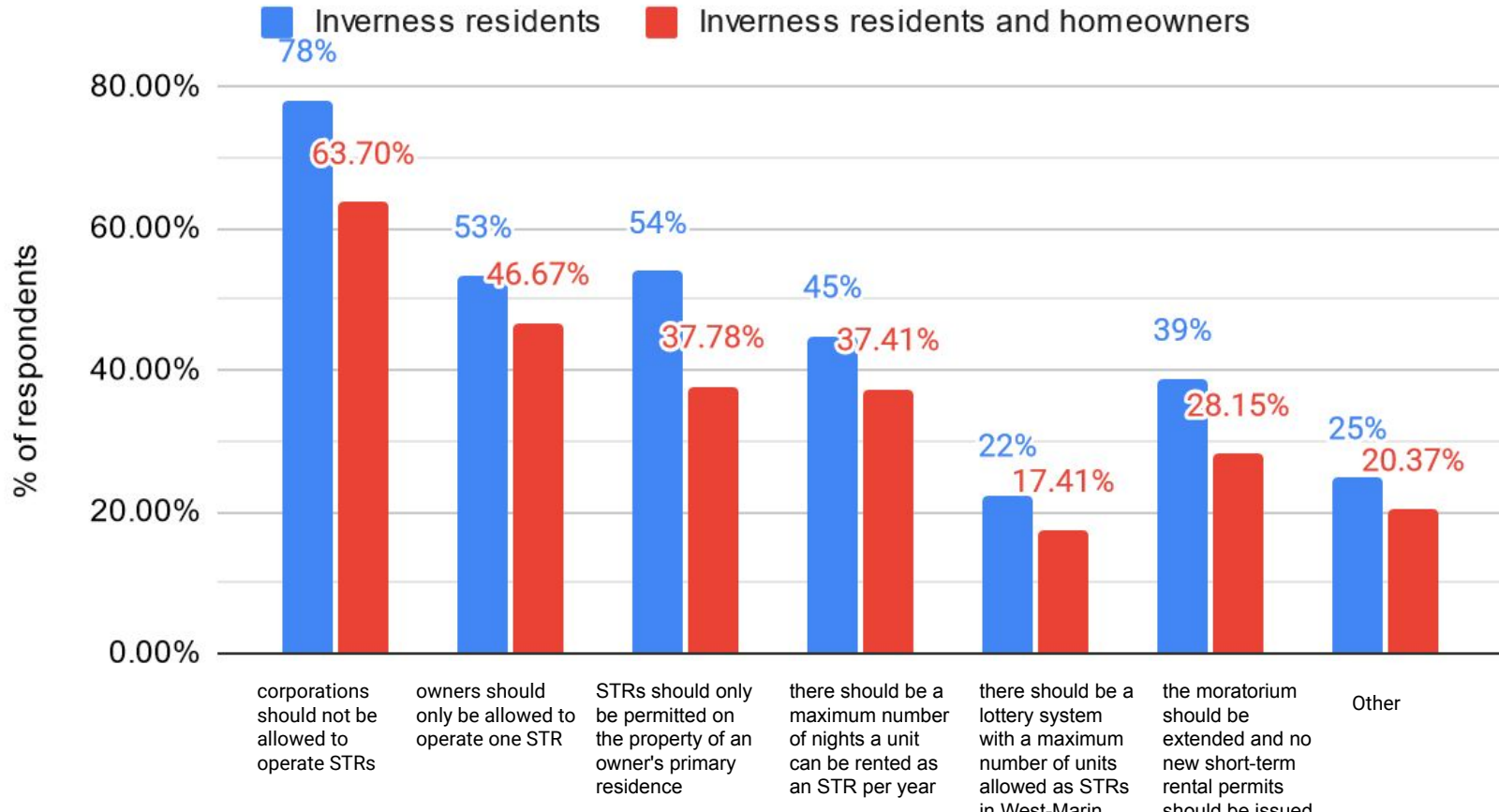
If you checked the "there should be some restrictions on short-term rentals" on the previous question, **What types of restrictions are you interested in seeing** (check all that apply)

273 responses



# What type of restrictions would you like to see?

A comparison of residents only and residents plus homeowners



## Summary of answers to the question: If you answered "Other" above please list other restrictions you think the County should consider:

- Enforcement of existing rules: Many respondents suggested that the county should enforce existing rules and regulations, particularly those related to noise and other disturbances. This includes ensuring that all rentals are licensed and follow neighborhood-friendly noise restrictions.
- Consideration of environmental impact: Some respondents highlighted the need for the county to consider the environmental impact of short-term rentals, particularly in relation to water usage and the overall health of the community.
- Restrictions based on income: A few respondents suggested that the county should implement an income-based system for short-term rentals, where eligibility to engage in short-term renting is based on need rather than simply a desire to increase income.
- Limit on number of short-term rentals: Several respondents suggested that there should be a limit on the number of short-term rentals that an individual or corporation can operate. This could help to prevent people from buying up properties solely to list them as short-term rentals.

# Summary of other restrictions continued

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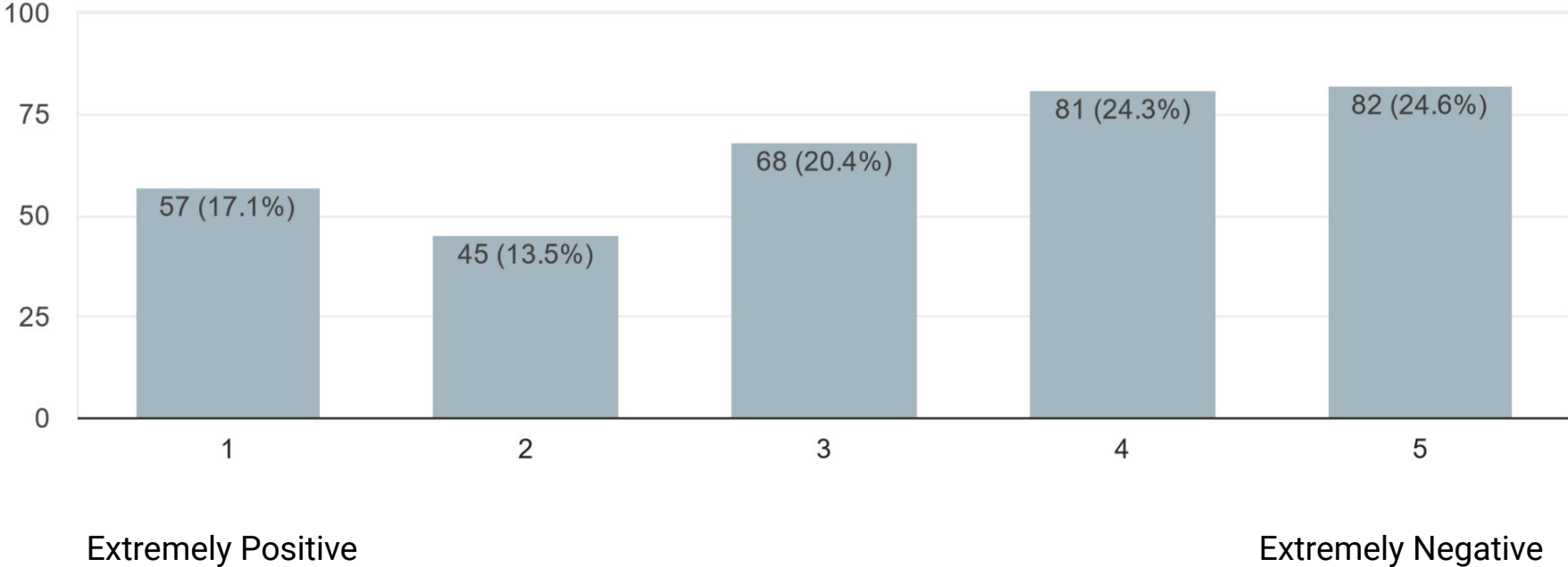
- Notification and grievance process: Some respondents suggested that neighbors should be notified of short-term rentals in their area and that there should be a public grievance process in case a short-term rental becomes a nuisance.
- Taxation: A few respondents suggested that short-term rentals should be taxed, with the revenue used to support community services or affordable housing initiatives.
- Owner occupancy: Some respondents suggested that short-term rentals should only be permitted if the owner is living on the property or if there is a full-time property tenant.
- These are just some of the main ideas and suggestions that were mentioned. It's clear that there are a variety of opinions on this issue, and any decisions made by the county will need to take into account a wide range of factors and perspectives.





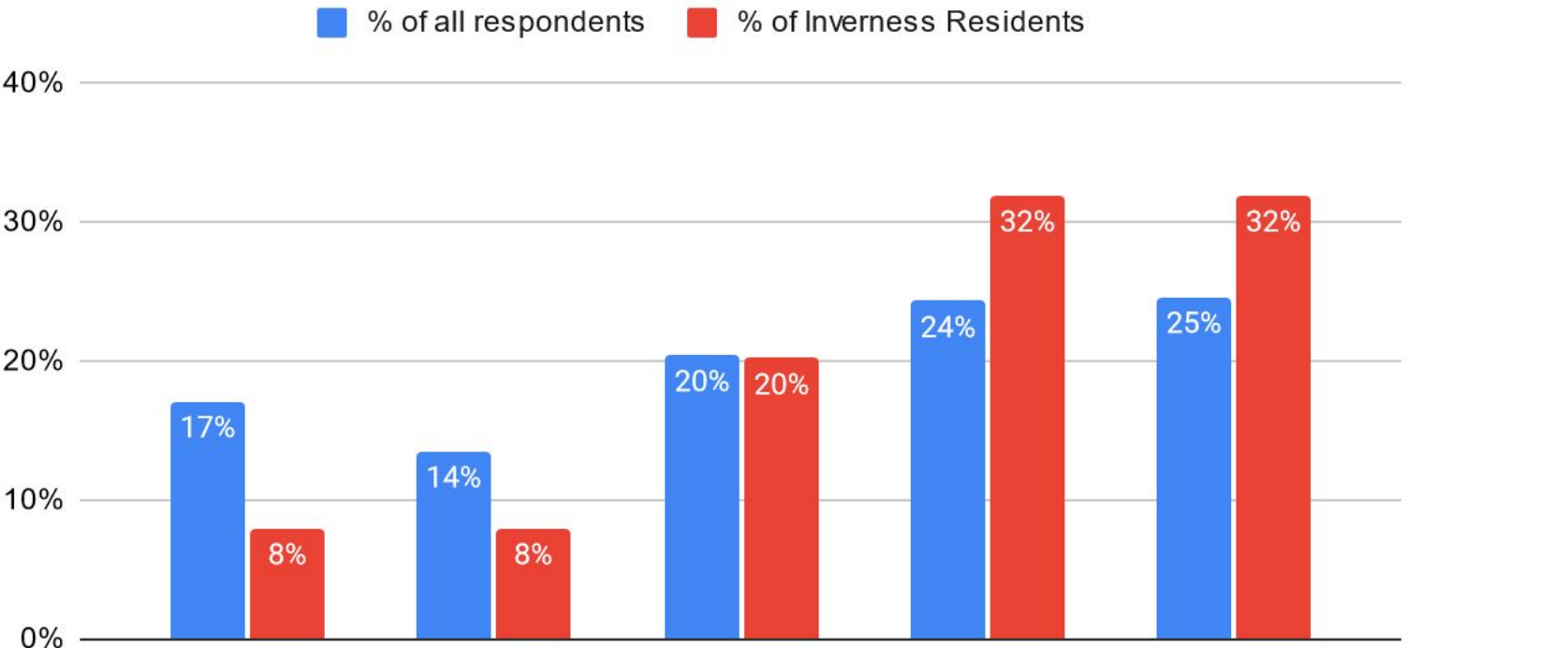
# What do you think the impacts of short-term rentals are on the community of Inverness?

333 responses



# What do you think the impacts of short-term rentals are on the community of Inverness?

Comparison of all responses to responses from Inverness residents



**64% of primary residents think STRs are having a negative or extremely negative impact on Inverness**

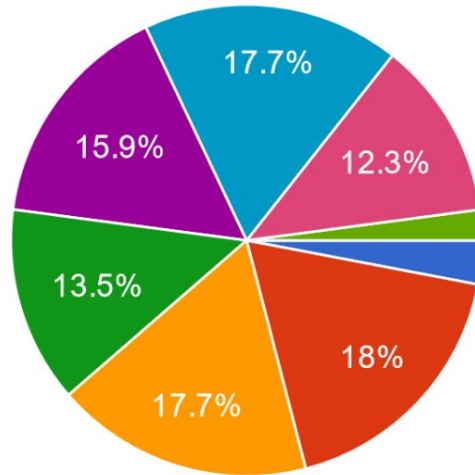
# In your opinion, what is the biggest effect (positive or negative) of short-term rentals on Inverness?

336 responses



## What do you think is the second biggest effect?

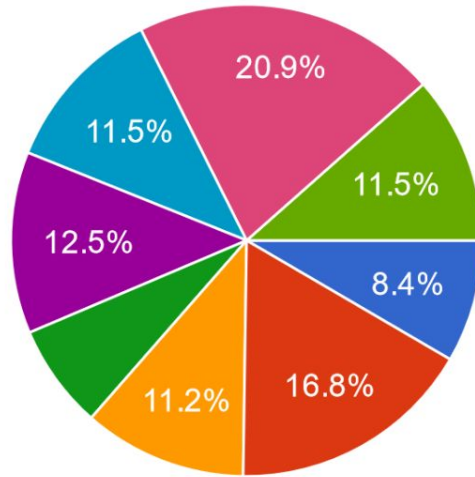
334 responses



- Conflict with residential zoning
- Drive up the cost of housing
- Provide economic benefit for local businesses
- Provide economic benefit for short-term rental homeowners
- Reduce long-term housing stock
- Provide lodging for visitors
- Strain local utilities and resources (water, electricity, etc.)
- Other

# What do you think is the third biggest effect?

321 responses



- Reduce the long-term housing stock
- Provide economic benefit for short-term rental homeowners
- Provide lodging for visitors
- Conflict with residential zoning
- Drive up the cost of housing
- Provide economic benefit for local businesses
- Strain local utilities and resources (wa...)
- Other

# Summary of answers to the question 'Do you think there are other effects short-term rentals have? Please list them below':

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- Noise and disruption: Short-term renters, particularly those on holidays, create noise and disruption, especially if they stay up late or host parties.
- Loss of community feel: If there are too many short-term rentals in one area, it leads to a loss of a sense of community.
- Increase in property prices: Short-term rentals potentially drive up property prices, making it difficult for locals to purchase homes.
- Lack of long-term rental properties: The prevalence of short-term rentals leads to a shortage of long-term rental properties available for locals.
- Lack of housing for locals: This is the most frequently mentioned concern. The conversion of properties into short-term rentals reduces the housing stock available for local residents.



Summary of answers to the question 'Is there anything else you would like to share with the IA about short-term rentals in Inverness and/or the role that the IA should play?' was broken into two categories:

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1. 'Is there anything else you would like to share with the IA about short-term rentals in Inverness?'

Community Impact: Many respondents seem to be concerned about the impact of short-term rentals (STRs) on the local community in Inverness. They frequently mention words like 'community', 'home', and 'local', suggesting that they view STRs as a community issue. They are concerned about how STRs are changing the character of their community, and/or about issues such as noise or disruption caused by STRs.



# Anything else to share with the IA continued

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Housing Issues: The frequent mention of 'housing' suggests that many respondents are concerned about how STRs are affecting the housing market in Inverness. They may be worried that STRs are reducing the availability of long-term housing, driving up rents, or making it harder for local people to find homes.

As for outliers or strong opinions, these would be harder to identify from the topic modeling results alone. However, it should be noted that there are some respondents who feel strongly about these issues, either in favor of STRs (for example, because they provide a source of income or support the local tourism industry) or against them (for example, because they disrupt local communities or exacerbate housing shortages).

## 2. What role if any should the IA play (in this issue).

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While the exact role that respondents want the IA to play is not directly clear from the topic modeling results, the emphasis on community and housing issues suggests that respondents may want the IA to take an active role in managing the impact of STRs on these areas. This could potentially involve regulating STRs, ensuring that they do not negatively affect the availability of local housing, and addressing any issues that STRs may cause within the community.

Regulation and Oversight: Given the concerns about the impact of STRs on the community and housing, respondents may want the IA to oversee the STR issue more closely. This could involve setting rules about who can offer STRs, where and when they can be offered, and how they should be managed to minimize disruption to the community.

# Role of IA continued

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Community Engagement: The frequent mention of 'community' suggests that respondents may want the IA to engage more with the local community on the issue of STRs. This could involve consulting with residents, holding public meetings, or conducting surveys to understand the community's concerns and ideas.

Housing Advocacy: If respondents are concerned about the impact of STRs on housing availability and affordability, they may want the IA to advocate for policies that protect the local housing market. This could involve measures to ensure that STRs don't take up too much of the housing supply, or policies to support affordable housing.

Support for STR Operators: On the other hand, if some respondents are STR operators themselves, they may want the IA to provide support and resources for running STRs responsibly. This could involve providing information on regulations, offering training or advice, or advocating for STR operators' interests.

Words used to describe the role the Inverness Association should take in the STR issue



# Methodology

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## Survey development and distribution:

- The survey was designed and distributed by the Inverness Association board of directors. It was created using Google Forms. One of the reasons the IA used Google forms is because respondents can translate the form into any language making it accessible to anyone with a computer.
- The survey was distributed via email to IPUD customers, through Inverness emergency listserv, it was posted in the Inverness Library and Post Office and a notice was published in the Point Reyes Light.
- The Survey was open from March 3rd through April 1st.

## Survey participation:

- The Survey was open to everyone ,with a particular emphasis on getting responses from the “Inverness Community” in the many ways that can be defined including residents, homeowners, people who work in Inverness and other people who have an interest in Inverness.
- The survey received responses from 336 respondents; 269 of which self identified as either homeowners and or full time residents of Inverness; of those, 186 self identified as primary residents of Inverness. In the analysis “Inverness Residents” refers to this subset of primary residents of Inverness.

# Methodology continued

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Analysis: For analysis of the quantitative data, or check box questions, the analysis in this report shows summaries from all respondents. For some questions, responses have been further analyzed by respondent type (Inverness residents and homeowner, and primary residents of Inverness).

Quantitative: The majority of the quantitative analysis was completed through the Google Forms application. For analysis that splits out and compares responses, Excel was used to sort data and create charts.

Qualitative: To analyze the open ended survey questions, data was analyzed using Noteable, a computational notebook that allows users to build data-driven documents using code, UI, & fully automatic features like Data Prism to generate visual insights and summaries from the survey. Topic Modeling was used to provide a summary of the responses. Word Cloud (also called tag cloud or weighted list) generated the visual representation of the text data. Words are usually single words, and the importance of each, or number of times it was used, is shown with font size.

All written responses have been anonymously shared with County of Marin staff.

Survey design and analysis: Angela Whitney and Alex Porrata

For any questions please contact [president@invernessassociation.org](mailto:president@invernessassociation.org)