

# **Lambton Shores Short Term Rentals**

## **Input Workshops**

STR Owner/Operators held on November 10, 12, and 15, 2021

STR Stakeholders held on November 24, 2021

Hotel and Motel Owner/Operators held on December 1, 2021



**BRYAN BOYLE & ASSOCIATES**  
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## Executive Summary

*\*Note: The abbreviation STR is used throughout this document to refer to Short Term Rental or Rentals in Lambton Shores.*

The Municipality of Lambton Shores organized five workshops with the following purpose:

- 1) To garner input for identified merits and challenges of STR in Lambton Shores
- 2) To identify desired outcomes for STR in Lambton Shores
- 3) To identify and prioritize key areas of focus and potential actions to enable Lambton Shores to build on the merits and reduce or eliminate the challenges relating to STR in Lambton Shores

Date	Group	Participants
Nov. 10, 12, and 15	STR Owner/Operators	71
Nov. 24	STR Stakeholders, e.g., OPP, EMS, Resident Associations	17
Dec. 1	Hotel and Motel Owner/Operators	7

All workshop registrants were sent a pre-workshop survey and encouraged to share their first impressions of STR in Lambton Shores, as well as to prioritize a list of merits and challenges that had been documented based on public input and staff research.

Participants were asked to share the first one or two words that come to mind when they hear “Short Term Rentals in Lambton Shores”.

Their comments have been grouped into themes. The specific comments are listed under each theme immediately following this summary chart in the report.

Rank	Themes Identified by STR Owner Operators	Number of Comments
1 <sup>st</sup>	Supports Local Economy	10
2 <sup>nd</sup> Tie	Family Oriented	7
2 <sup>nd</sup> Tie	Beach is Desirable Feature	7
4 <sup>th</sup> Tie	Vacation Destination	6
4 <sup>th</sup> Tie	Tourism Based	6
4 <sup>th</sup> Tie	Attributes	6
7 <sup>th</sup>	Types of Service	5
8 <sup>th</sup> Tie	Personal Income	4
8 <sup>th</sup> Tie	Seasons	4

Rank	Themes Identified by STR Stakeholders	Number of Comments
1 <sup>st</sup>	Concerns	6
2 <sup>nd</sup>	Types of Service	4
3 <sup>rd</sup> Tie	Tourism Based	2
3 <sup>rd</sup> Tie	Family Oriented	2
3 <sup>rd</sup> Tie	Personal Income	2
6 <sup>th</sup> Tie	Supports Local Economy	1
6 <sup>th</sup> Tie	Seasons	1

#### Themes Identified by Hotel and Motel Owner Operators

- Adolescence
- Airbnb regulation
- Disruption
- Hurts business

Based on the public input and staff research, a list of merits and challenges for Short Term Rentals (STR) in Lambton Shores were documented. Participants were asked to prioritize the list of merits and challenges.

On a continuum numbered from 1 to 30, with #30 = “Top of our Game” and #1 = “Dead in the Water”, participants were asked to choose the number that they feel most accurately describes the current status of Short Term Rentals in Lambton Shores.

A graph from each of the three different workshop groups is shown for comparative purposes. The STR owner operators’ graph showed a positive cluster with an average of 24.60, the STR stakeholders’ graph showed a wide divergence of scores with an average of 16.41, and the hotel motel owner operators’ graph showed a negative cluster with an average of 8.57.

Each participant was also asked to share their rationale for choosing their specific number. The participants’ rationale that aligns with each score is provided in three tables following the three graphs in the report.

Participants were asked, “How will we know that we “got it right” with a successful approach to Short Term Rentals in Lambton Shores?

Their comments were grouped into themes. The specific comments are listed under each theme immediately following this summary chart in the report.

Rank	Desired Outcomes Themes	Number of Comments
1 <sup>st</sup>	Our Communities Benefit from STR	29
2 <sup>nd</sup>	Positive Relationships with Neighbours	22
3 <sup>rd</sup>	Municipal Government Understands and Takes Actions re: STR	21
4 <sup>th</sup>	Positive Image of STR Prevails	19
5 <sup>th</sup>	Positive Response from Guests	16
6 <sup>th</sup>	Fewer Complaints	15
7 <sup>th</sup>	Best Management Practices are Widespread	10
8 <sup>th</sup>	Personal Financial Gain for STR Owners	6

There are many actions that could help enable Lambton Shores to build on the merits and reduce or eliminate the challenges relating to STR in Lambton Shores. These actions could help meet the needs of Lambton Shores' visitors, residents, owner/operators, key stakeholders, and the business community. All the actions that generated these areas of focus are noted following the Areas of Focus table in the report.

Rank	Areas of Focus	Number of Comments
1 <sup>st</sup>	Encourage Municipal Regulatory, Planning and Zoning Action	40
2 <sup>nd</sup>	Encourage Best Practices	28
3 <sup>rd</sup>	Insure Bylaw Enforcement	23
4 <sup>th</sup>	Quantify Specific Metrics	21
5 <sup>th</sup>	Promote STR	16
6 <sup>th</sup> Tie	Interact Proactively with Guests	9
6 <sup>th</sup> Tie	Improve Municipal Communication with STR Owner Operators	9
8 <sup>th</sup>	Established Self-Governing STR Association	8
9 <sup>th</sup> Tie	Build a Strong Relationship with Neighbours	7
9 <sup>th</sup> Tie	Encourage Positive Approach to STR at the Municipality	7
9 <sup>th</sup> Tie	Improve Garbage and Recycling Pickup	7

The workshops to garner input on Short Term Rentals in Lambton Shores were very productive activities. The STR owner operators, STR stakeholders, and hotel/motel owner operators were very engaged and committed to the process. The workshop participants took an important step by providing valuable input to help Lambton Shores Council make decisions relating to STR that will ensure strong and vibrant communities in Lambton Shores.

## Lambton Shores Short Term Rentals (STR) Input Workshops

STR Owner/Operators held on November 10, 12, and 15, 2021

STR Stakeholders held on November 24, 2021

Hotel and Motel Owner/Operators held on December 1, 2021

Facilitated by Bryan Boyle

### Purpose of the Workshops

- 1) To garner input for identified merits and challenges of STR in Lambton Shores
- 2) To identify desired outcomes for STR in Lambton Shores
- 3) To identify and prioritize key areas of focus and potential actions to enable Lambton Shores to build on the merits and reduce or eliminate the challenges relating to STR in Lambton Shores

### Workshop Details

Date (2021)	Group	Participants
Nov. 10, 12, and 15	STR Owner/Operators	71
Nov. 24	STR Stakeholders, e.g., OPP, EMS, Resident Associations	17
Dec. 1	Hotel and Motel Owner/Operators	7

*\*Note: Throughout this report whenever two or more participants offered the same or very similar comments they are noted with an “x” and the number, i.e. (x3).*

*\*\*Note: The abbreviation STR is used throughout this document to refer to Short Term Rental or Rentals in Lambton Shores.*

### Pre-Workshop Survey

All registrants were sent a pre-workshop survey and encouraged to share their first impressions of STR in Lambton Shores, as well as to prioritize a list of merits and challenges that had been documented based on public input and staff research.

## First Impressions from STR Owner Operators

Participants were asked to share the first one or two words that come to mind when they hear “Short Term Rentals in Lambton Shores”.

Their comments have been grouped into themes. The specific comments are listed under each theme immediately following this summary chart.

Rank	Themes	Number of Comments
1 <sup>st</sup>	Supports Local Economy	10
2 <sup>nd</sup> Tie	Family Oriented	7
2 <sup>nd</sup> Tie	Beach is Desirable Feature	7
4 <sup>th</sup> Tie	Vacation Destination	6
4 <sup>th</sup> Tie	Tourism Based	6
4 <sup>th</sup> Tie	Attributes	6
7 <sup>th</sup>	Types of Service	5
8 <sup>th</sup> Tie	Personal Income	4
8 <sup>th</sup> Tie	Seasons	4

### Supports Local Economy

- Economic driver (x2)
- Local economy (x2)
- Economic stimulus
- Economy boost
- Increased economy
- Economy growth
- Growth
- Revenue generated for businesses

### Family Oriented

- Family vacation (x2)
- Opportunity to have a family vacation
- Family holiday
- Family fun
- Families
- Families unknown

Beach is Desirable Feature

- Beach (x4)
- Beach vacation (x2)
- Fun at the beach

Vacation Destination

- Vacation (x2)
- Vacation destination
- Weekly vacationers
- Vacation rental
- Great vacation

Tourism Based

- Tourism (x5)
- Tourism dollars

Attributes

- Great opportunity
- Making memories
- Good
- Love/hate
- OK
- No problem

Types of Service

- Cottage vacations
- Cottage rentals
- Cottages
- Shared cottage
- Airbnb

Personal Income

- Income (x2)
- My survival
- Making money to help keep my cottage

Seasons

- Summer (x2)
- Summertime
- Winter rentals



## First Impressions from STR Stakeholders

Participants were asked in the pre-workshop survey to share the first one or two words that come to mind when they hear “Short Term Rentals in Lambton Shores”.

Their comments have been grouped into themes. The specific comments are listed under each theme immediately following this summary chart.

Rank	Themes	Number of Comments
1 <sup>st</sup>	Concerns	6
2 <sup>nd</sup>	Types of Service	4
3 <sup>rd</sup> Tie	Tourism Based	2
3 <sup>rd</sup> Tie	Family Oriented	2
3 <sup>rd</sup> Tie	Personal Income	2
6 <sup>th</sup> Tie	Supports Local Economy	1
6 <sup>th</sup> Tie	Seasons	1

### Concerns

- Disruptive
- Noisy
- Control problems
- Lack of respect for beach and residents
- Transparency
- Growing irritation

### Types of Service

- Cottage (x2)
- Airbnb
- Airbnb regulation

### Tourism Based

- Tourism (x2)

### Family Oriented

- Opportunity to share our area with families who cannot afford to own a cottage
- Family

### Personal Income

- Income (x2)

### Supports Local Economy

- Tourist dollars

### Seasons

- Summer

## **First Impressions from Hotel and Motel Owner Operators**

Participants were asked in the pre-workshop survey to share the first one or two words that come to mind when they hear “Short Term Rentals in Lambton Shores”.

- Adolescence
- Airbnb regulation
- Disruption
- Hurts business

## **Prioritizing Documented Merits and Challenges of STR in Lambton Shores**

Based on the public input and staff research, a list of merits and challenges for Short Term Rentals (STR) in Lambton Shores were documented. Participants were asked to prioritize the list of merits using the following method.

Each participant was given 100 points to allocate to the five merits identified by public input and municipal staff research. Their scores reflected their relative importance. Participants indicated the number of points they would allocate to each of the five merits. They based their allocation to which merits of STR are the most important on which Lambton Shores communities can build.

Each participant was also given 100 points to allocate to the seven challenges identified by public input and municipal staff research. Their scores reflected their relative importance. Participants indicated the number of points they would allocate to each of the seven merits. They based their allocation on which challenges of STR are the most important to address in Lambton Shores communities.

### Documented Merits Prioritized by STR Operators

Rank	Merit Themes	Total Score
1 <sup>st</sup>	Brings visitors to the area and supports our local economy	1265
2 <sup>nd</sup>	Provides additional income for property owners	960
3 <sup>rd</sup>	Increases accommodation options for visitors	825
4 <sup>th</sup>	Provides a “personal touch” of hospitality provided in private homes or facilities	720
5 <sup>th</sup>	Allows multiple families or groups to stay together	630

### Documented Merits Prioritized by STR Stakeholders

Rank	Merit Themes	Total Score
1 <sup>st</sup>	Brings visitors to the area and supports our local economy	265
2 <sup>nd</sup>	Increases accommodation options for visitors	230
3 <sup>rd</sup>	Allows multiple families or groups to stay together	180
4 <sup>th</sup>	Provides additional income for property owners	175
5 <sup>th</sup>	Provides a “personal touch” of hospitality provided in private homes or facilities	150

### Documented Merits Prioritized by Hotel and Motel Owner Operators

Rank	Merit Themes	Total Score
1 <sup>st</sup>	Increases accommodation options for visitors	80
2 <sup>nd</sup>	Provides a “personal touch” of hospitality provided in private homes or facilities	70
3 <sup>rd</sup>	Allows multiple families or groups to stay together	60
4 <sup>th</sup>	Provides additional income for property owners	50
5 <sup>th</sup>	Brings visitors to the area and supports our local economy	40

### Documented Challenges Prioritized by STR Owner Operators

Rank	Challenges Themes	Total Score
1 <sup>st</sup>	Disruptive behaviour, e.g., noise, trespassing, traffic flow, garbage	755
2 <sup>nd</sup>	Inadequate supply of parking	680
3 <sup>rd</sup>	Compatibility with existing neighbourhoods	515
4 <sup>th</sup>	Safety concerns, e.g., Building Code, Fire Code	500
5 <sup>th</sup>	Changes in the type and amount of municipal services needed	485
6 <sup>th</sup>	Exceeding capacity of approved sewage/septic systems	480
7 <sup>th</sup>	Unfair competition with existing traditional accommodations	155

### Documented Challenges Prioritized by STR Stakeholders

Rank	Challenges Themes	Total Score
1 <sup>st</sup>	Disruptive behaviour, e.g., noise, trespassing, traffic flow, garbage	240
2 <sup>nd</sup>	Compatibility with existing neighbourhoods	225
3 <sup>rd</sup>	Inadequate supply of parking	140
4 <sup>th</sup>	Unfair competition with existing traditional accommodations	130
5 <sup>th</sup>	Safety concerns, e.g., Building Code, Fire Code	105
6 <sup>th</sup>	Changes in the type and amount of municipal services needed	90
7 <sup>th</sup>	Exceeding capacity of approved sewage/septic systems	60

## Documented Challenges Prioritized by Hotel and Motel Owner Operators

Rank	Challenges Themes	Total Score
1 <sup>st</sup>	Unfair competition with existing traditional accommodations	100
2 <sup>nd</sup>	Disruptive behaviour, e.g., noise, trespassing, traffic flow, garbage	75
3 <sup>rd</sup> Tie	Inadequate supply of parking	35
3 <sup>rd</sup> Tie	Safety concerns, e.g., Building Code, Fire Code	35
5 <sup>th</sup>	Compatibility with existing neighbourhoods	25
6 <sup>th</sup> Tie	Changes in the type and amount of municipal services needed	15
6 <sup>th</sup> Tie	Exceeding capacity of approved sewage/septic systems	15

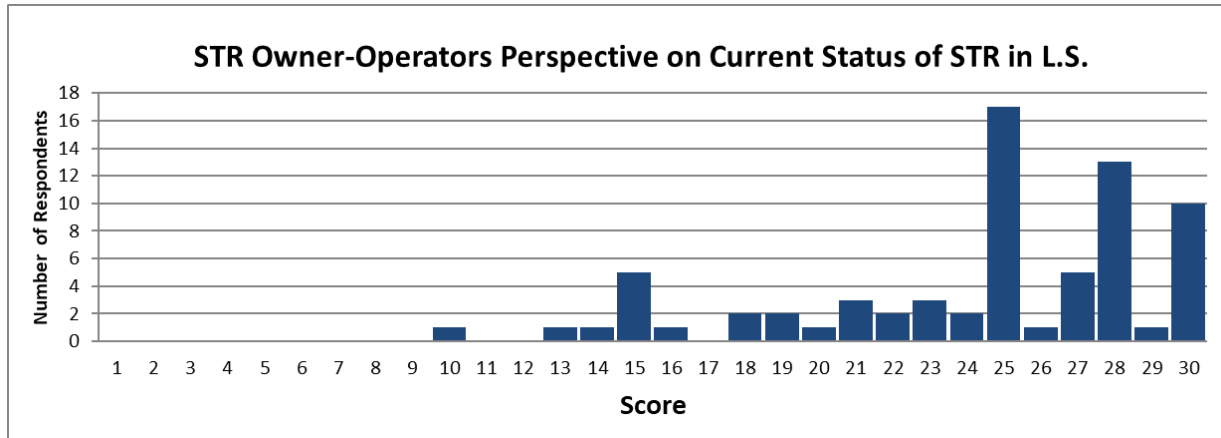
## Evaluating the Status of STR in Lambton Shores

On a continuum numbered from 1 to 30, participants were asked to choose the number that they feel most accurately describes the current status of Short Term Rentals in Lambton Shores.

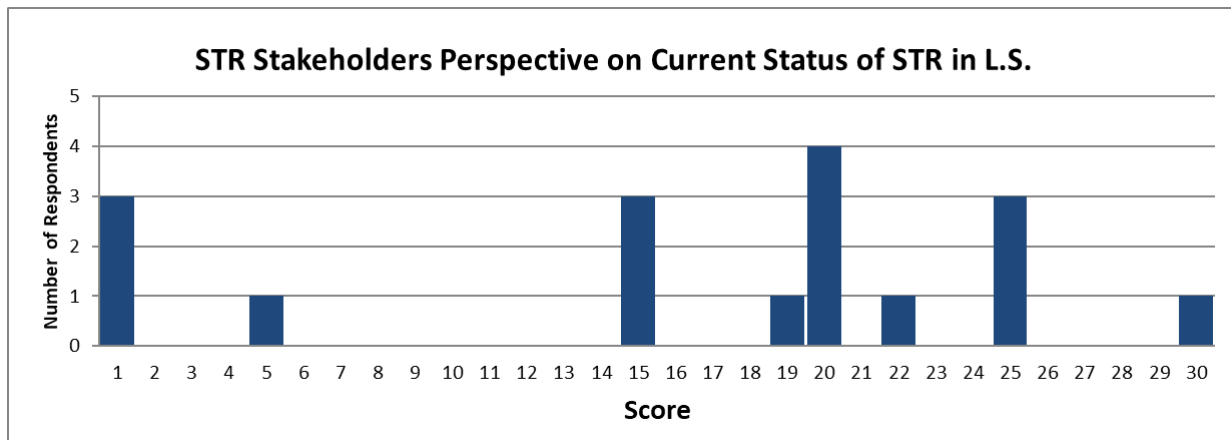
#30 = “Top of our Game”: A well-coordinated, effective, and viable part of our Lambton Shores communities that provides strong value to its visitors, residents, owner/operators, key stakeholders, and the business community

#1 = “Dead in the Water”: An uncoordinated and ineffective part of Lambton Shores communities that provides very limited value and undesired challenges to its visitors, residents, owner/operators, key stakeholders, or the business community

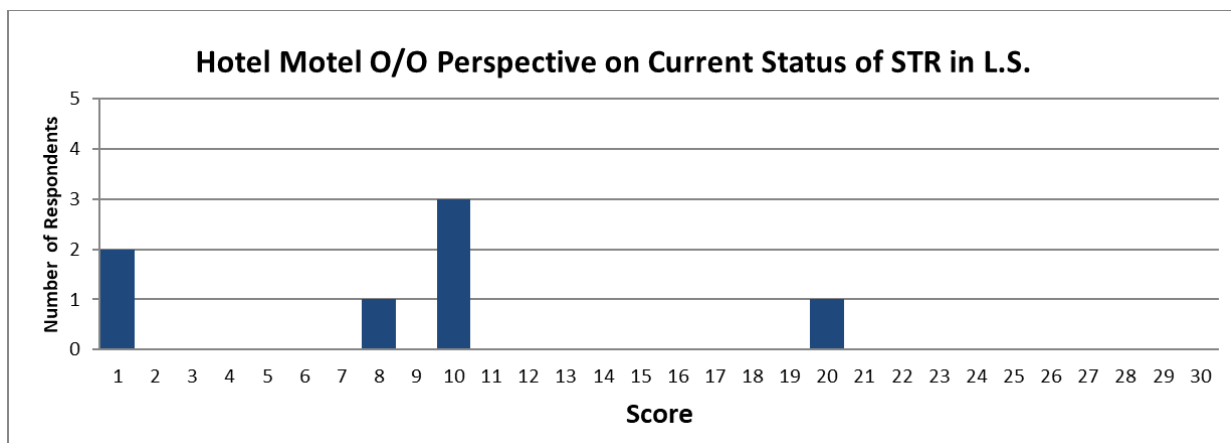
A graph from each of the three different workshop groups are shown below for comparative purposes. Each participant was also asked to share their rationale for choosing that specific number. The participants’ rationale that aligns with each score is provided in three tables following the three graphs.



**Average = 24.30**



**Average = 16.41**



**Average = 8.57**

Score	Factors that Influenced STR Owner/Operators' Score
30	<ul style="list-style-type: none"> <li>• Tremendous value for the community to help Grand Bend grow and prosper</li> <li>• Great for the local businesses, brings life to the community</li> <li>• We have a responsibility to bring in good, responsible guests</li> <li>• Great for the businesses</li> <li>• Only rent to families</li> <li>• First year renting, have a property manager and it is going well</li> <li>• Only positives for the local economy, no known issues</li> <li>• Beneficial for community, drives tourism, and supports local economy</li> </ul>
29	<ul style="list-style-type: none"> <li>• Increases tourism which adds to the local economy, which has suffered due to COVID-19 lockdowns</li> </ul>
28	<ul style="list-style-type: none"> <li>• Provides additional rental options for families as well as additional income stream for owners</li> <li>• Visitors and guest are tremendous support to the community</li> <li>• Supports local businesses</li> <li>• No complaints</li> <li>• No negative impact on my community</li> <li>• Used to be young groups that have grown up are now buying properties here, benefitting businesses</li> <li>• Lambton Shores relies on tourism, of which STR are a vital part</li> <li>• STR encourage family-oriented vacations</li> <li>• Very particular about screening guests. Many responsible repeat guests who spend a lot of money.</li> <li>• I have been a host for more than 12 years to mainly couples age 40 to 72 without a kitchen. They eat breakfast, lunch, and dinner in town.</li> <li>• The number of STR in Lambton Shores</li> <li>• Regulations would be helpful to keep all aligned</li> <li>• Great economic benefit</li> <li>• Lambton Shores is a hidden gem</li> <li>• All local STR are running fine in Ipperwash area</li> <li>• Continuous improvement always a possibility but no issues noted</li> </ul>
27	<ul style="list-style-type: none"> <li>• Our experience has been great so far (x2)</li> <li>• Good economic benefit to the community</li> <li>• Economic value it gives to the community</li> <li>• Years of repeat family guests</li> </ul>
26	<ul style="list-style-type: none"> <li>• Very strong value to our community</li> </ul>
25	<ul style="list-style-type: none"> <li>• It is a very strong value to our community</li> <li>• Positive feedback, 90% don't have complaints about area, neighbours, etc.</li> <li>• Good experience with renters so far, with limited exposure to other STR</li> </ul>

	<ul style="list-style-type: none"> <li>• All about responsible hosting but overall, great place to have a STR</li> <li>• Economic value</li> <li>• Neighbours need to be better</li> <li>• Economic benefit for the community far outweighs any associated downside</li> <li>• Very beneficial for the community</li> <li>• We do extensive screening</li> <li>• Great clients who return year over year</li> <li>• An opportunity for people to enjoy the offerings of the area</li> </ul>
<b>24</b>	<ul style="list-style-type: none"> <li>• Guests have been very happy to have an opportunity to explore the area and have a getaway during COVID-19, but some neighbours have been unrealistic in expecting us to live at our cottage permanently</li> <li>• Generally, guests have a good experience in Grand Bend</li> </ul>
<b>23</b>	<ul style="list-style-type: none"> <li>• Things are good, but better coordination from the municipality could be beneficial (traffic, environment, beach access)</li> <li>• Status is okay</li> <li>• No issues from host standpoint or from guests or neighbours, after 4 years of hosting</li> <li>• Not all hosts maintain proper control and create a bit of a stigma</li> </ul>
<b>22</b>	<ul style="list-style-type: none"> <li>• There could be better coordination and regulation</li> </ul>
<b>21</b>	<ul style="list-style-type: none"> <li>• Do well in summer and not great in winter</li> <li>• Working on vetting guests better</li> <li>• There is room for improvement</li> <li>• Newer host, guests may not be completely aware of this</li> </ul>
<b>20</b>	<ul style="list-style-type: none"> <li>• We can do more to educate the owners about responsible renting</li> </ul>
<b>19</b>	<ul style="list-style-type: none"> <li>• No comment available</li> </ul>
<b>18</b>	<ul style="list-style-type: none"> <li>• It adds tourist value and income but lacks organization</li> </ul>
<b>16</b>	<ul style="list-style-type: none"> <li>• No comment available</li> </ul>
<b>15</b>	<ul style="list-style-type: none"> <li>• The STR community is doing many things right to attract visitors but there is lots of room for improvement in the problem areas</li> <li>• Going great from a host standpoint, currently managing one rental; however, there is a neighbourhood stigma re: Airbnb</li> </ul>
<b>14</b>	<ul style="list-style-type: none"> <li>• Airbnb is a problem with inflated prices and no control</li> </ul>
<b>13</b>	<ul style="list-style-type: none"> <li>• No comment available</li> </ul>
<b>10</b>	<ul style="list-style-type: none"> <li>• There is no formal plan for dealing with problem properties</li> </ul>



Score	Factors that Influenced STR Stakeholders' Score
30	<ul style="list-style-type: none"> <li>In our Association, we have ten homes that are short term rentals (8%) and have no issue. We feel the current owners are already paying taxes and the cost benefit analysis is not there and any licensing would become a burden on all taxpayers by creating more municipal administration. We feel the current system is working.</li> </ul>
25	<ul style="list-style-type: none"> <li>Enforcement problems until June, from June on was much better this year</li> <li>Overall is great and vibrant, just needs enforcement</li> <li>Rentals are key in Lambton Shores for a greater economic impact to the area</li> <li>There is potential for our area to better promote the off-season and create year-round rentals</li> </ul>
22	<ul style="list-style-type: none"> <li>No comment available</li> </ul>
20	<ul style="list-style-type: none"> <li>Good system of communication for cottage system but could be better source of STR information</li> <li>Very limited interaction with known STR</li> <li>Limited knowledge for STR situation in Lambton Shores</li> <li>Do not know much about other STR in Lambton Shores</li> </ul>
19	<ul style="list-style-type: none"> <li>Port Franks and Ipperwash are mainly families and good rental areas, Grand Bend is a wild party</li> </ul>
15	<ul style="list-style-type: none"> <li>No comment available</li> </ul>
5	<ul style="list-style-type: none"> <li>Zero oversight, many unknowns, no visibility for municipality, lack of guidelines</li> </ul>
1	<ul style="list-style-type: none"> <li>There has been an explosion in short term rentals, getting much worse in the last decade. We have as many as 300 rentals out of 450 homes in our residential area. More than 50% are rentals and becoming higher. The problems we are experiencing have grown exponentially. It is driving the purchase price and value of homes up. When it happens to a neighborhood it happens very strong and is a threat to our existence as full-time residents.</li> <li>It is my understanding that it would fund itself</li> <li>Zero oversight, many unknowns, no visibility for municipality</li> </ul>

Score	Factors that Influenced Hotel Motel Owner/Operators' Score
20	<ul style="list-style-type: none"> <li>The STR sector in Lambton Shores has been and continues to be quite strong as reflected in the large demand for that service and the early bookings before each season</li> </ul>
10	<ul style="list-style-type: none"> <li>There are no rules and regulations for unfair practice of hotel rentals</li> <li>There are many good short term rentals landlords, but a number do not operate appropriately</li> <li>There is a whole mix of STR landlords, many who do not have property rental experience</li> <li>Airbnb does not know what goes on with their clients</li> <li>There is a huge issue for student housing to help create the positive tourism experience at retail and service industries employment</li> </ul>
8	<ul style="list-style-type: none"> <li>There are some good short term rentals but we regularly get guests who arrive at our motel to ask us to save their holiday after a major disappointment at a STR</li> </ul>
1	<ul style="list-style-type: none"> <li>STR are not regulated and there is no control over the commercial use of residential properties</li> <li>Many STR are illegal and operating with no regulations</li> </ul>

## Desired Outcomes

Participants were asked, “How will we know that we “got it right” with a successful approach to Short Term Rentals in Lambton Shores?

Their comments have been grouped into themes. The specific comments are listed under each theme immediately following this summary chart.

Rank	Desired Outcomes Themes	Number of Comments
1 <sup>st</sup>	Our Communities Benefit from STR	29
2 <sup>nd</sup>	Positive Relationships with Neighbours	22
3 <sup>rd</sup>	Municipal Government Understands and Takes Actions re: STR	21
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## Desired Outcomes

### Our Communities Benefit from STR

- Economic impact related to tourism and the broader hospitality sector in the area is maintained or increased (x4)
- Thriving business year-round, compared to currently when winters are slow (x2)
- Tourism season is expanded into the shoulder periods
- Rentals all year round not just the high season of the summer to help local businesses
- Business community is happy and successful
- High business occupancy with no empty stores or empty restaurants
- Businesses are getting new customers
- More businesses are opening
- Increase in business with quantitative results
- If we see businesses start shutting down it may be too late
- STR owners reinvest in the community and increase the overall property values within the area
- Continuous investments in the community
- Lots of new building in Grand Bend so investment is due to tourism
- New people relocating into the area
- Families moving to the community after visiting
- Repeat customers at businesses and service industries
- High STR occupancy
- Short Term Rentals are committed earlier in the year, so hotel and motel inventory is also in demand earlier in the year
- More people can experience the friendliness of Lambton Shores communities
- Grand Bend maintains its friendly neighborhood feel
- Tourism increasing by headcount, Airbnb, etc.
- Housing under control
- Potential is protected for future generations that want to remain in the community
- Fair competition for hotels and motels
- Operators of hotels and motels feel they are on a level playing field with STR
- Attracting high value markets

### Positive Relationships with Neighbours

- Happy neighbours (x2)
- Landlords, tenants, and rental neighbors are all happy and in agreement, content, and undisturbed (x2)
- Fewer complaints by non renter full-time residents (x2)
- Positive coexistence between the rental property owners and residential neighbours
- Neighbours are not negatively affected
- Everyone living amicably

- Permanent residents can enjoy their property without interference from disrespectful renters
- Adequate parking does not infringe on neighbours
- Collaboration among stakeholders, e.g., residence, motel/hotel owners, STR
- Mutual respect exists where residents recognize the importance of STR, while STR operators recognize the importance of respecting community
- Strong communication among neighbours
- Neighbourhoods conducive to STR
- Neighbours are befriended by STR owners
- People live in harmony with rentals while maintaining a sense of community
- Active and engaged landlords
- Commercialization in residential areas will be stopped
- Quiet enjoyment of residents' homes
- Sense of community exists
- Respect is shown for community

#### Municipal Government Understands and Takes Actions re: STR

- Substantially more structure and standardization of STR
- Council appreciates great hosts
- Different approaches for different types of properties, not a one size fits all plan
- All STR are not penalized because of an area with problem rentals
- Council does not focus on "bad apples"
- Problem rentals are addressed
- More support from the municipality
- No restrictions on STR
- Local resources are not over utilized, e.g., fire, police, bylaws, EMS
- Prevention of short term rentals becoming a disproportional percentage of homes
- Short term rental homes have freedom to operate their business without red tape and extra municipal fees
- Licensing STR would be a source of income for Lambton Shores
- Any solution becomes self-financing
- Lambton Shores municipality has control of inventory
- Lambton Shores staff will provide good transparency for short term rentals, so owner operators can address any shortcomings
- Responsible transportation system for guests to get to and from attractions and restaurants will be in place
- Fair regulations for all STR and Airbnb
- Regulations followed with strict enforcement
- Rules are in place, e.g., limit the number of people, number of vehicles per STR
- Number of STR limited
- More enforcement that is funded by STR

### Positive Image of STR Prevails

- All stakeholders in the community have a positive view of short term rentals
- Positive responses are common from all stakeholders including hosts, guests, and the community
- Visitors have fun but still respect the local community
- Lots of happy people
- Everyone knows we need STR
- Community accepts the need for STR
- General approval of STR
- Hosts feel appreciated for bringing funds to local businesses
- Lambton Shores is known as a destination
- Lambton Shores becomes a family vacation destination area
- STR process that does not reduce long term rentals or properties for families to remain in the community
- Social media trolling is minimal
- Promotion of STR by municipal Tourism Board and Associations
- No real problems with STR
- How do we know that it is not right now?
- Not a significant amount of changes required
- Everyone will be getting along on the STR issues creating a greater community and the “come to Lambton Shores” vibrancy
- Difference between cottages and Airbnb will be defined
- Mutual respect prevails
- Rules and guidelines in place to promote safe vacationing
- Moving the negatives to positives

### Positive Response from Guests

- Many returning guests (x4)
- Many happy renting guests (x2)
- Great reviews from guests
- Visitors are happy with their accommodations and price
- Renters and vacationers will have a great experience with customers
- Safety and security for visitors
- Safe vacationing
- Ability to retain their jobs in winter for those who rent STR
- STR hosts are trusted
- Great experience for all visitors and renters
- Respect from STR guests for the environment in which they are renting

### Fewer Complaints

- Fewer complaints (x4)
- Fewer complaints from neighbours (x3)
- Fewer Police or bylaw infractions at STR (x3)
- Fewer complaints from property owners and tourists
- No problem calls relating to STR at the municipal level
- The positive feedback outweighs the negative feedback
- Number of complaints are calculated and analyzed to show a decrease
- We do not hear about STR issues anymore

### Best Management Practices are Widespread

- A local short term rental association is created to provide structure and a voice to STR owners and operators (x2)
- STR owner operators are more selective on renters
- Pre-screening is common
- Owner operators not using auto booking without vetting guests first
- Pre-approval process is used, avoiding instant booking features
- Airbnb history of tenants is used to govern visitors
- Complaints are dealt with in a meaningful manner
- A higher level of upkeep and visual standards is evident
- Adherence to safety and capacity issues
- The neighborhood and community is properly introduced to guests through guidebooks and explanations

### Personal Financial Gain for STR Owners

- Personal financial gain for STR owners who are earning an income (x3)
- People aspire to be short term rental owners or operators
- Provides opportunities for individuals to purchase real estate
- Rates of off-season charges are strong

## Key Area of Focus

There are many actions that could help to enable Lambton Shores to build on the merits and reduce or eliminate the challenges relating to STR in Lambton Shores. These actions could help meet the needs of Lambton Shores' visitors, residents, owner/operators, key stakeholders, and business community.

All the actions suggested by participants have been grouped into themes or areas of focus. The individual actions that generated these areas of focus are shown below the Areas of Focus table.

Rank	Areas of Focus	Number of Comments
1 <sup>st</sup>	Encourage Municipal Regulatory, Planning and Zoning Action	40
2 <sup>nd</sup>	Encourage Best Practices	28
3 <sup>rd</sup>	Ensure Bylaw Enforcement	23
4 <sup>th</sup>	Quantify Specific Metrics	21
5 <sup>th</sup>	Promote STR	16
6 <sup>th</sup> Tie	Interact Proactively with Guests	9
6 <sup>th</sup> Tie	Improve Municipal Communication with STR Owner Operators	9
8 <sup>th</sup>	Established Self-Governing STR Association	8
9 <sup>th</sup> Tie	Build a Strong Relationship with Neighbours	7
9 <sup>th</sup> Tie	Encourage Positive Approach to STR at the Municipality	7
9 <sup>th</sup> Tie	Improve Garbage and Recycling Pickup	7
9 <sup>th</sup> Tie	Develop Transportation Services	7

## Specific Actions that Created Areas of Focus

The actions identified by the participants that were grouped and prioritized to create the Areas of Focus table above are listed below:

### 1. Encourage Municipal Regulatory, Planning and Zoning Action

- Create self-funding registration, inspection, regulation, and enforcement standards
- Implement a fee for the issuance of a license
- Initiate payment of STR license and registration fees to local, provincial, and federal authorities
- Implement a registration program for STR owners
- Implement licensing and regulatory rules
- Lambton Shores to direct all proceeds from STR related to registrations, penalties, or fines to level the playing field and promote tourism

- If a licensing requirement is implemented, the requirements should be clear and not subjective
- Create a simple structure with rules for STR and trust owner operators to implement
- Develop policies for safety and fire compliance for STR
- Implement a system where the property owners are responsible for the actions of the tenants through financial penalties
- Develop and maintain the ability to inspect, fine, and revoke issued licenses
- Create a requirement that STR host must live locally or have a local representative
- Limit the number of additional STR for new investors
- Evaluate parking requirements to identify areas for improvement to address challenges
- Require proof of insurance to host a STR which will address the maximum number of guests, safety, etc.
- Investigate and develop strategies to mitigate challenges while not reducing merits
- Set guidelines and policies for safety compliance
- Limit the number of available STR licenses
- Develop a better proactive method to address STR complaints besides bylaw and police
- Look at introducing the Municipal Accommodation Tax (MAT) to cover costs such as infrastructure improvements, road maintenance, beach cleanup and grooming, etc. Airbnb does collect MAT in many communities and Ontario Restaurant and Hotel and Motel Association (ORHMA) is a great resource
- Utilize the service that Airbnb offers to collect and remit municipal accommodation tax
- Implement the Municipal Accommodation Tax with proceeds dedicated to tourism services in Lambton Shores
- Ensure a level playing field when administering and collecting Municipal Accommodation Tax from all accommodations including STR, so hotels and motels do not bear the load
- Revise zoning to address STR as a separate zoning category
- Restrict owners from renting out any property other than a principal residence
- Limit the percentage of homes available for short term rentals
- Increase the minimum STR stay allowable to two weeks
- Create zoning bylaws and regulations specific for STR
- Increase property tax base for properties used for STR
- Limit the number of nights or rooms that may be used as STR
- Municipality issues registration and licenses
- Municipality of Lambton Shores should encourage establishment of affordable housing to help ensure that area businesses can have a reliable source of employees to staff area businesses and experiences
- If STR property is being run as a business, require that commercial taxes, necessary zoning, etc. apply
- Ensure fairness to hotel and motel businesses relating to the provision of accommodation services



- Require that every STR has a property rental manager, either the property owner or a designate who can be readily contacted
- Ensure that short term rental properties are identified and trackable through a registration system
- Ensure STR properties abide by the same regulatory requirements as hotels and motels
- Create a low or no fee program for non-problematic hosts
- Do not institute controls on Grand Bend new construction
- Keep each neighborhood as it is. Young folk areas remain areas for them.

## 2. Encourage Best Practices

- STR owner operators will share their expertise and experience to prepare a Guide of Best Practices for both STR owner operators and renters
- Communicate and share best practices relative to short term renting
- Revise or implement rental agreements to include guest expectations and acceptable behaviour
- Help set visitor expectations from the beginning of the booking process
- Post rules at each STR for the information of visitors
- Set appropriate guest limits with the maximum number
- Limit age and/or number of occupants
- Avoid rentals for weekend only
- Stress teamwork in all aspects of the rental process
- Establish common accountability standards
- Encourage hosts to collect deposits to cover damages, fines, etc.
- Hold renters responsible for any damage to facilities
- Strongly encourage property owners to use a local management agency
- Discourage the use of online booking platforms
- Ensure all adhere to fire and safety rules
- Provide a safe environment for families and mature groups
- Establish a standard for STR in Lambton Shores, like star rating, superhost, etc.
- Implement a reward system for responsible hosts
- Ensure there is sufficient parking on the property
- Increase parking capacity
- Encourage year-round permanent residents in the area to ensure the municipality's viability
- Ensure that owners and renters have equal responsibility for renters' behaviour
- Improve the vetting process for the STR owners that have frequent problems
- Screen guests before booking
- Complete an accurate list of all guests attending
- Inform STR owners how to properly screen renters
- Provide an education package for new STR owners on how to screen

### 3. Ensure Bylaw Enforcement

- Enforce existing bylaws and provide adequate response to complaints (x2)
- Demonstrate increased bylaw officer presence and enforcement
- Provide a 24-hour service for complaints of noise and nuisance
- Utilize and enforce existing bylaws by exercising stiffer penalties to repeat offenders
- Initiate progressive fines for repeat offenders
- Create meaningful deterrents for bylaw transgressions implemented fine for irresponsible hosts, e.g., OPP calls, etc.
- Ensure that all STR comply with fire, building, health codes
- Educate the bylaw enforcement agencies
- Audit Lambton Shores staff to see if there are enough bylaw officers
- Document the number of STR bylaw tickets issued
- Put a limit on the number of people per residence enforced by a bylaw officer or fire department
- Take no further action relating to regulation but encourage open communication between owners and renters
- Remember that it's just an eight-week season
- Regulate parking for STR to avoid excessive street parking
- Municipality should list all STR on their website to provide transparency to residents
- Make the absent landlords accountable by way of enforcement
- Inspect STR annually
- Make rental platforms accountable for STR, e.g., Airbnb to only advertise registered STR
- Stop focusing on the entire industry and focus on problem operators using existing bylaw, parking enforcement, fire codes, building codes, but public health and safety protocols
- Bylaw officers and police know the top ten problem properties and should focus on those properties
- If there are dilapidated facilities or places with absent landlords owning properties that are not maintained, then pursue their compliance under current bylaws
- Recognize that a minority of the STR are causing the issues

### 4. Quantify Specific Metrics

- Develop a framework or template to classify STR
- Define the parameters of an STR, e.g., only by principal owner who must live in the unit
- Implement actions based on actual data
- Perform a thorough economic study, since this was not evident based on the data provided to date
- Demonstrate economic benefits of STR to residents
- Generate data to confirm STR is the real issue, by engaging more people to fill in the survey

- Provide the proof and data to support the concept of unfair competition with any existing traditional accommodation
- Check to see who and where the complaints are coming from and show the data
- Track and monitor bylaw infractions based on address and determine actions accordingly
- Share more data from police and bylaw officers
- Work with our local fire department to monitor the maximum number of people per property
- If parking is the issue, the municipality must provide the data that indicates that STR is the contributor to this problem
- Study the long term non-COVID-19 impact
- Establish a barometer for successful STR
- Provide a self-audit tool indicating what we want to achieve, how to achieve it, what we have done, are we accountable
- Evaluate the community carrying capacity from an overall tourist perspective
- Research best practices used in other communities that deal with short term rentals, e.g., gated communities in Florida, Bayfield, Sauble Beach, Port Stanley
- Don't reinvent the wheel but rather look at other communities to see what is working and build from their experiences
- Determine the effectiveness of areas where licensing has been introduced to address the specific challenges identified
- Complete a cost benefit analysis of areas that have already implemented licensing

##### 5. Promote STR

- Advocate for STR
- Promote STR on municipal websites
- Remember that the fabric of the community was built on short term rentals
- Remind owners that they live in a tourist area, and implement an awareness program to show the value of STR
- Municipality should support tourism instead of discouraging it
- We are raising the value to the local community
- Ensure that overall tourism is contributing to the local economy but not at the expense of local communities
- Celebrate the beauty of our area
- Continue to emphasize that Lambton Shores is an excellent area to visit
- We need tourism
- Grand Bend is a resort town
- Create and promote off-peak season activities in the area to drive tourism beyond the summer season
- Improve tourism
- Point out that full-time residents have more business offerings because of STR

- Remember the rise of issues could be short term relative to COVID-19 and things may return to a more normal state
- Remind hotels and motels that are claiming unfairness that they are offering a completely different product. Cottage renters would usually not be interested in a hotel room. The hotel motel industry has proven to be different during COVID-19 when they were allowed to operate and short term rentals were not.

#### 6. Interact Proactively with Guests

- Encourage better communication with the guests
- Share welcome guide with key bylaw, community, beach and parking rules as well as garbage pickup times
- Utilize the Chamber of Commerce as a resource to develop standardized booklets for cottages to inform guests of the surroundings, safety, and bylaw information, etc.
- Educate owners and renters of the bylaws in Lambton Shores
- Highlight local bylaws and rules
- Place a welcome package from the municipality in each cottage
- Publish STR safety guidelines
- Introduce the community to your guests
- Encourage residents to contact police and bylaw officers if there are issues

#### 7. Improve Municipal Communication with STR Owner Operators

- Implement unbiased and fair survey process among all property owners and not limited to a specific group
- Use fair community polling
- Create surveys utilizing police and bylaw addresses
- Ensure surveys and communication are sent to all property owners
- Send letters to homeowners and neighbours
- Provide a list of fines and bylaws to share with guests
- Notify STR owners if any fines were received at their property
- Inform property owners there was a fine on their property within five days for our feedback and reviews
- Reward good landlords who comply and operate businesses that benefit local economy
- Encourage local businesses that specialize in property rental management
- Share the regulations and guidelines relating to STR in other tourist jurisdictions in Ontario so Lambton Shores stakeholders can benefit from how other jurisdictions address STR issues

#### 8. Established Self-Governing STR Association

- Create a STR owners association or associations by region within Lambton Shores run by short term rental owners who would essentially take care of many issues
- Develop a self-regulating short term rentals group where owners can share best practices

- Develop a self-regulating association in the community that handles difficult situations and provides mediation and ongoing support to STR owners
- Establish an owner-led group for STR to educate the owners of the cottages and guests
- Create a self-governing body that meets to set rules and regulations and discuss solutions
- Develop a self-governing and self-regulating association of Lambton Shores Short Term Rental owner operators
- Provide a recourse for mediation and an adjudicator for issues between all stakeholders
- Create a Short Term Rental advisory group

#### 9. Build a Strong Relationship with Neighbours

- Communicate to residents about the merits of STR for the community
- Increase good communication with neighbours on a regular basis
- Befriend your neighbours
- Make it easy for the neighbours to call the owners or rental agency
- Educate neighbours and residents about STR
- Encourage neighbours to contact police or bylaws if there are issues
- Ensure that the business of owning Short Term rentals is not financially lucrative at the expense of the neighbours and community resources

#### 10. Encourage Positive Approach to STR at the Municipality

- Municipality of Lambton Shores should start to embrace the positive impact of STR and promote the positive effects (x2)
- Do not qualify STR rules based on principal residence qualification since this is not the makeup of our community nor does it align with realistic expectations that the residents would legally deem this property their principal residence
- Do not ruin the main financial gain
- Remember that municipal services support the households which does not change
- Cost of licensing will not cover the cost of resources and the personnel to enforce it, so this will impact the taxpayer with increased costs in the end with limited or no overall benefit
- Encourage developers to build other types of housing options rather than just single-family dwellings, e.g., condominiums, townhouse units, etc.

#### 11. Improve Garbage and Recycling Pickup

- Increase the frequency of garbage and recycling pickup in summer season (x5)
- Ascertain if there are sufficient resources being supplied for garbage removal
- Establish what percentage of garbage issues are due to STR

## 12. Develop Transportation Services

- Implement public transportation or shuttle service to reduce parking issues
- Provide a shuttle service to primary destinations
- Utilize public transportation to keep cars out of concentrated pedestrian areas
- Develop and promote ridesharing and shuttle service to remedy parking issues
- Encourage bike sharing and scooter sharing near the beaches
- Create public parking areas to address the lack of parking in the community and have public transportation to transport visitors to the beach
- Address traffic congestion by increasing traffic lanes surrounding Grand Bend's main intersection

## **Summary of the Workshops**

The workshops to garner input on short term rentals in Lambton Shores were very productive activities. The STR owner operators, STR stakeholders, and hotel/motel owner operators were very engaged and committed to the process. The workshop participants took an important step by providing valuable input to help Lambton Shores Council make decisions relating to STR that will ensure strong and vibrant communities in Lambton Shores.