

MNBP Short-term Accommodations Bylaw Public Survey Recap

May 2021



Public Survey Overview

Overview

- As part of the public consultation process, we ran an online survey of community members regarding the proposed bylaw
- The survey was advertised on the Municipality's website and Facebook page, as well as in direct emails to community groups and the local newspaper
- Over 400 responses were received using the Municipality's www.letstalknbp.ca online tool
- The survey ran for a full month, from Mid-April to Mid-May

The screenshot shows a webpage titled 'Short Term Accommodations' with a breadcrumb trail 'Home > Short Term Accommodations'. It features social media icons for Facebook, Twitter, LinkedIn, and Email. The main text thanks participants and provides instructions on where to find the survey. It also lists two public meetings: 'STA Owners & Operators' on April 28th and 'Other Community Members' on April 29th, both from 5:30-7 PM. Contact information for 'info@northernbruce.ca' is provided. A blue 'SURVEY' button is visible. Below, a 'Public Survey' section contains a 'Complete Form' button and social media icons.

Home > Short Term Accommodations

Short Term Accommodations

[f](#) [t](#) [in](#) [✉](#)

Thank you for participating in the Municipality of Northern Bruce's public consultation process regarding Short-term Accommodations (STAs).

Participants are asked to complete the short survey at the bottom of the page to provide input on the municipality's approach for STAs.

Community members are also invited to participate in two public meetings related to STAs:

- **STA Owners & Operators** - April 28th from 5:30-7PM (sign-up [here](#))
- **Other Community Members** - April 29th from 5:30-7PM (sign-up [here](#))

Participants wishing to provide additional feedback or with any questions are encouraged to contact info@northernbruce.ca.

Thank you in advance for your participation!

SURVEY

Public Survey

Please provide your input through this brief survey to help inform the municipality's approach to STAs. All responses will remain confidential. Thank you in advance for your participation!

Complete Form [f](#) [t](#) [in](#) [✉](#)

Public Survey Approach

Survey Design

- Main responses down into five sections focused on major components of the bylaw (as well as upfront demographics)
- The survey summarized the bylaw component (vs. the full text) to make it easier to respond
- Each section asked the degree to which participants supported / agreed with the current proposal in the bylaw
- Space was provided for participants to enter comments explaining their response or on other topics
- Total survey length was < 10 minutes (which is typically ideal for general audience surveys)

Results Aggregation

- Results are broken down by participants involvement in STAs (i.e., STA owner, STA renter, none of the above)
- This breakdown allows staff / council to weigh the different responses as they deem appropriate
- Results were evaluated by location, though this was generally not a driving factor and is thus excluded from this summary
- Text comments were analyzed and categorized in order to facilitate analysis and interpretation

Data Quality

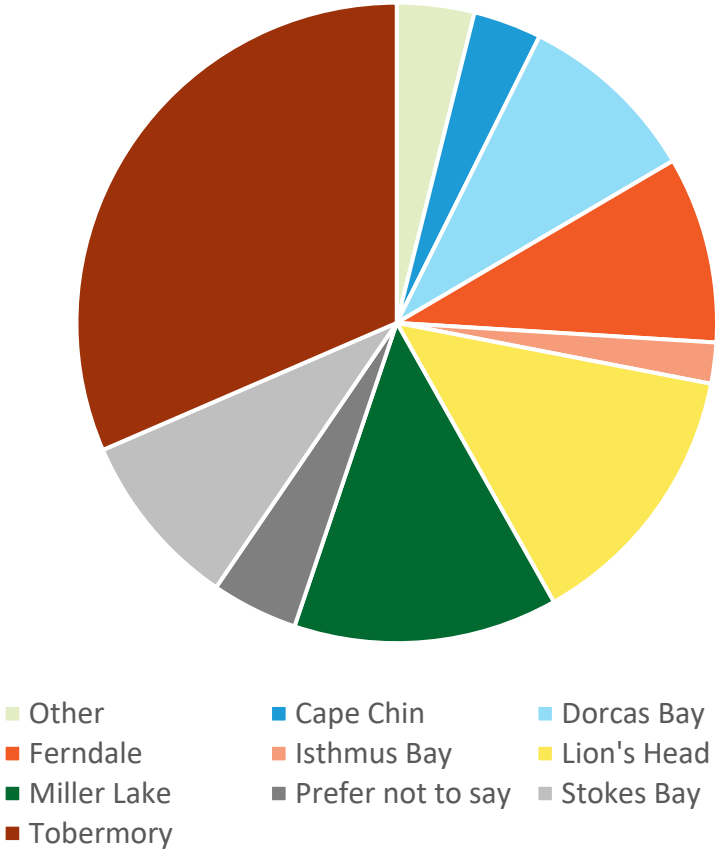
- Registration process for letstalknbp.ca alleviates many typical quality issues (e.g., duplicate responses)
- Several other checks were performed (see below); no data was excluded as a result
 - Duplicate responses (e.g., copy and paste responses)
 - Speed clicking (i.e., respondents clicking but not reading)
- Notwithstanding the above, the survey is still reliant that respondents:
 - Only responded with an email address once
 - Did no knowing misrepresent their involvement in STAs

1

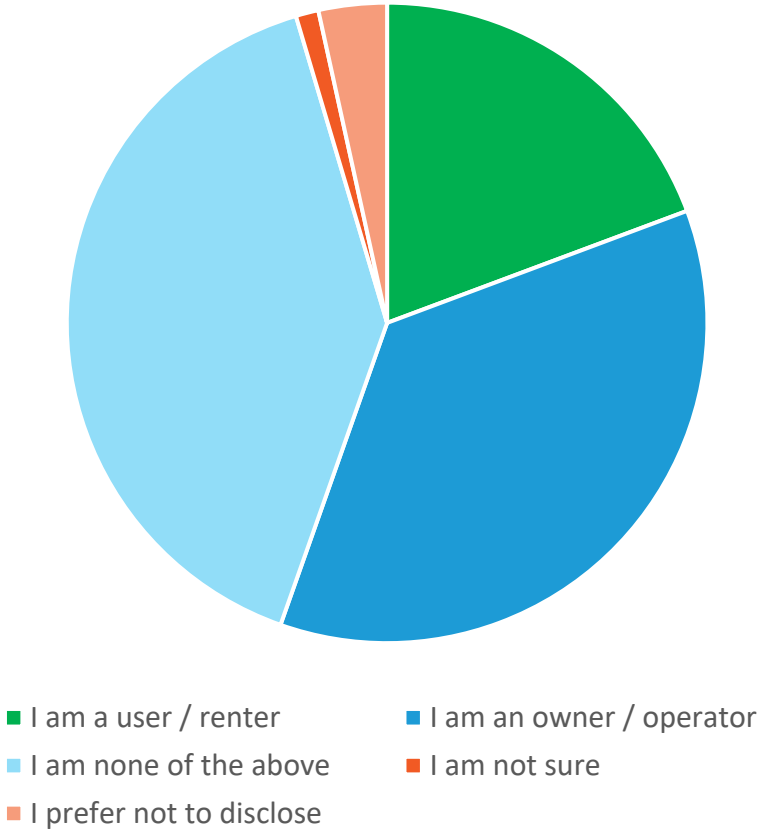
Demographics

Demographics Overall

Respondents by Location

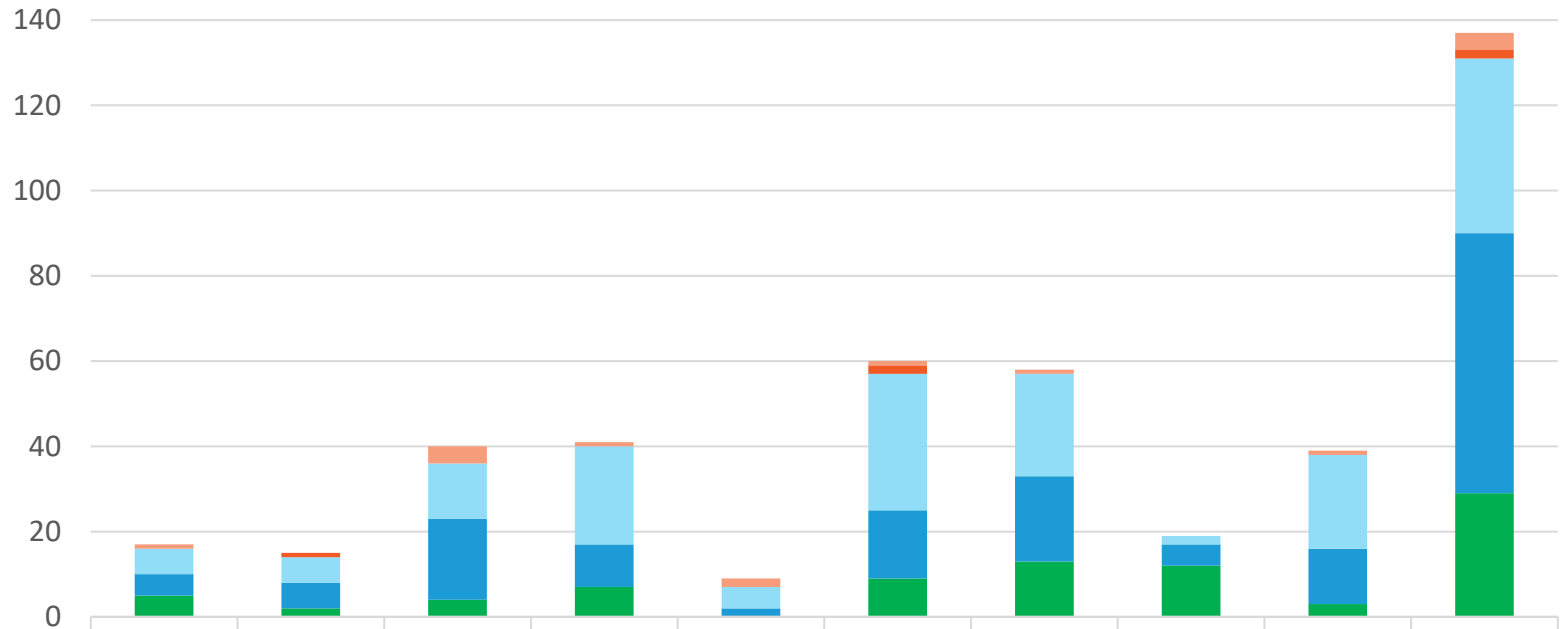


Respondents by STA Status



Demographics

Number of Respondents by Area & STA Status



	Other	Cape Chin	Dorcas Bay	Ferndale	Isthmus Bay	Lion's Head	Miller Lake	Prefer not to say	Stokes Bay	Tobermory
Total	17	15	40	41	9	60	58	19	39	137
I prefer not to disclose	1		4	1	2	1	1		1	4
I am not sure		1				2				2
I am none of the above	6	6	13	23	5	32	24	2	22	41
I am an owner / operator	5	6	19	10	2	16	20	5	13	61
I am a user / renter	5	2	4	7		9	13	12	3	29

2



Objectives

Q1. Do you agree with the bylaw's objectives?

Question provided for reference

1

Ensuring occupants are provided with safe accommodations in terms of fire and building safety;

2

Ensuring STA premises are operated and maintained in sanitary and acceptable levels of interior conditions;

3

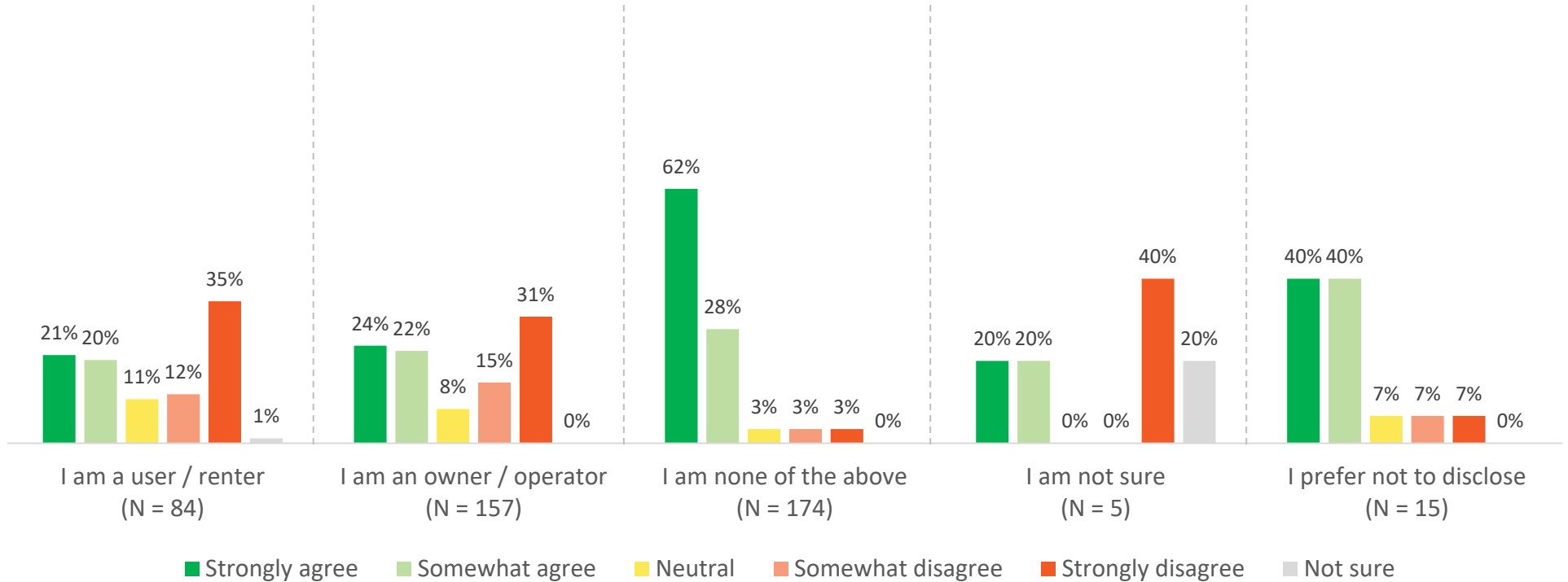
Ensuring STA Operators are aware of their responsibilities to comply with Municipality by-laws and other regulations; and,

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Protecting the character, amenities and quality of existing neighbourhoods in which the STA is located.

Q1. Do you agree with the bylaw's objectives?

% of Total Responses



Comments

- Slight majority of STA users / renters and owners / operators opposed to the objectives of the bylaw
 - Feedback generally pointed to concerns regarding the need for the bylaw in the first place (i.e., covered by existing bylaws)
 - Many responses pointed to concerns regarding the consultation to-date (i.e., either it was insufficient or taking too long)
 - Other feedback highlighted issues pointed to later in the survey (i.e., level of fees, administrative burden)
- Community uninformed in STAs near unanimous in their support of the bylaw objectives
- No significant variation in responses by geography (i.e., with an STA group, responses on level of agreement were similar)

3



Licenses

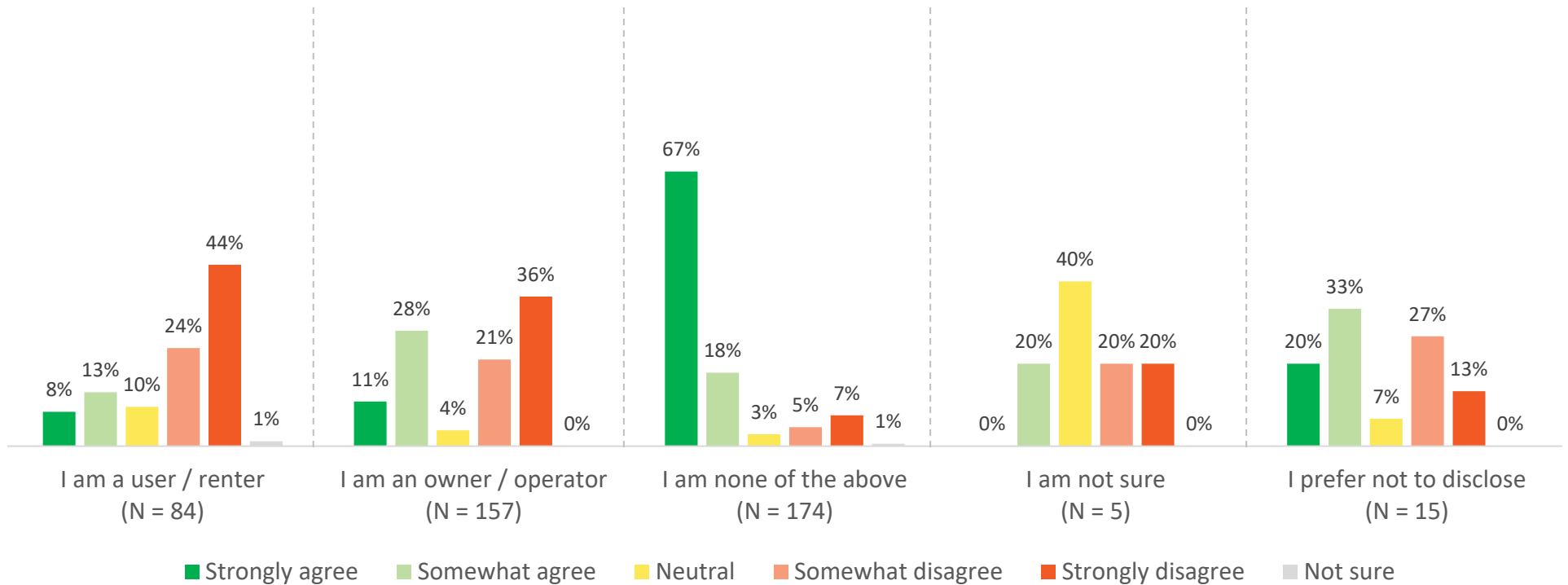
Q2. Do you agree with proposed license requirements?

Question provided for reference

- ✓ All STAs operators must apply and hold a municipally issued license
- ✓ Licenses are not transferrable or shareable between owners
- ✓ Licenses are valid for one year after which they must be renewed to remain in operation

Q2. Do you agree with proposed license requirements?

% of Total Responses

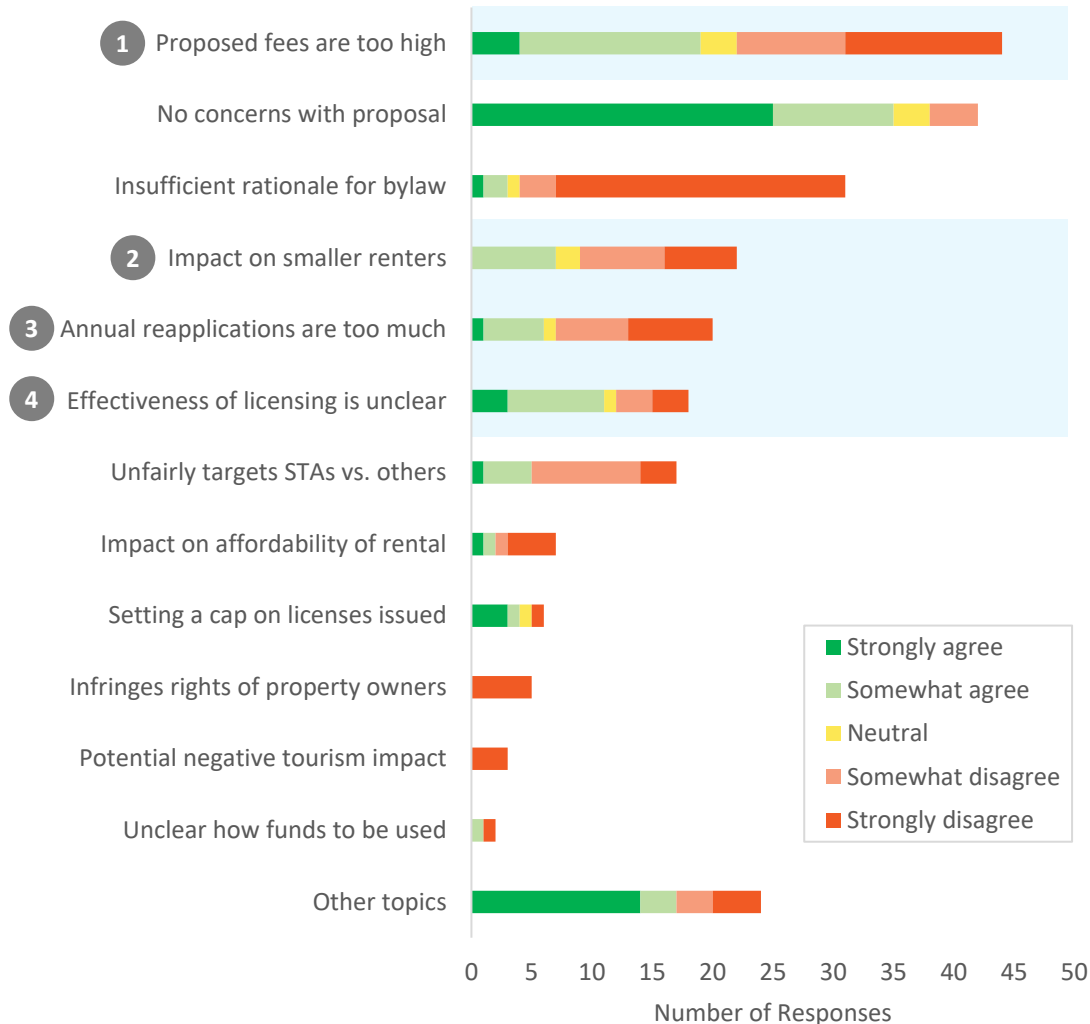


Summary

- Strong support for basic STA licensing requirements from community members (85% agree or strongly agree)
- Slight divergence between renters and owners / operators:
 - ~70% of renters opposed STA licensing, citing (a) lack of rationale, (b) burden of reapplications, and (c) need for it to apply to other accommodations across the peninsula
 - By contrast, ~55% of owners / operators – primarily concerned with the level of fees and need for annual reapplication
 - Note that owners in agreeing with licensing generally qualified their support for licensing on it being affordable and easy to apply for
- Some variation by geography for STA users / renters (e.g., Tobermory renters more likely to strongly disagree with by licensing than others)

Q2. Do you agree with proposed license requirements?

Additional Commentary (N = 241)



Commentary

- Four common sources of feedback across those in agreement with proposal to license STAs:
 - 1 Fees:** almost exclusively a concern of STA owners / renters; some expressed conditional support for licensing if the bylaw fees were lower
 - 2 Small Renters:** concern shared across groups, that the requirement for licensing would be overly burdensome for small renters
 - 3 Reapplications:** across all groups there was a concern from some respondents that annual reapplication was unnecessary
 - 4 Effectiveness:** primarily a concern of residents & non-owners, that the licenses would be insufficient if not properly enforced / manager

3



Classification

Q3a. Are the classification criteria appropriate?

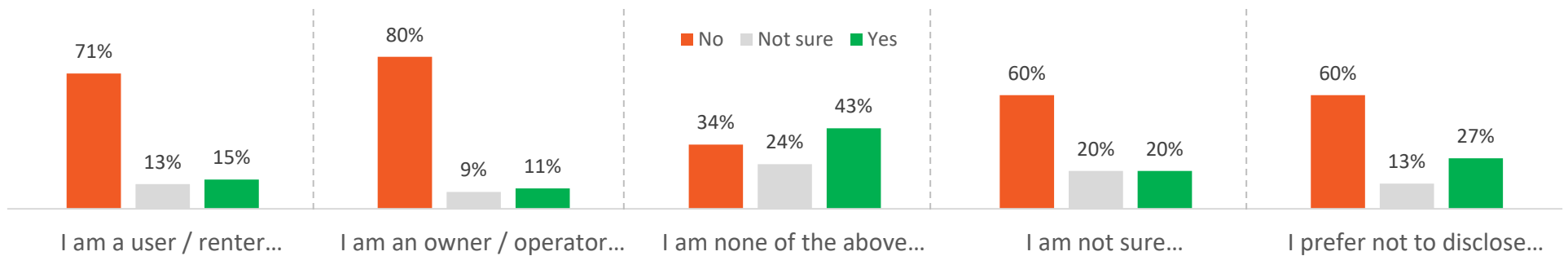
Q3b. Are the classification thresholds appropriate?

Question provided for reference

	Max # of Adults per unit	Max # of STA Units Per Property	Max # of Days Rented Per Year	Min # of Nights of Stay
CLASS A	6	1	28	6
CLASS B	8	2	180	n/a
CLASS C	12	3	n/a	n/a

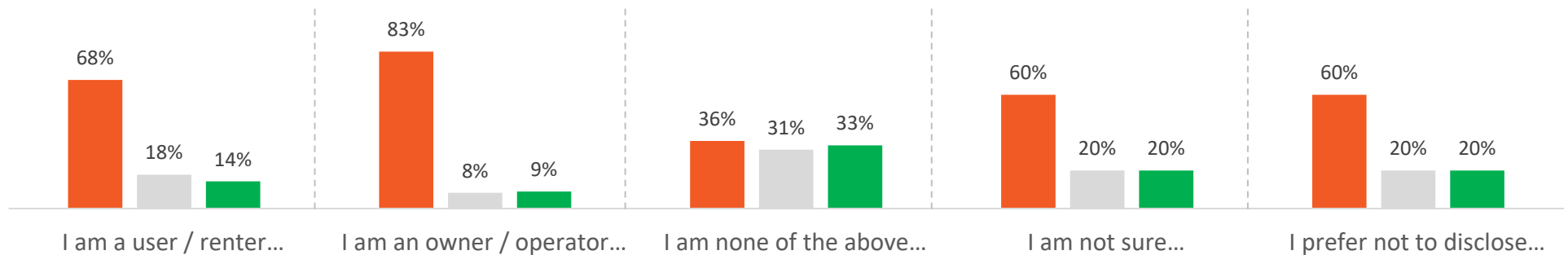
Q3a. Are the classification criteria appropriate?

% of Total Responses



Q3b. Are the classification thresholds appropriate?

% of Total Responses

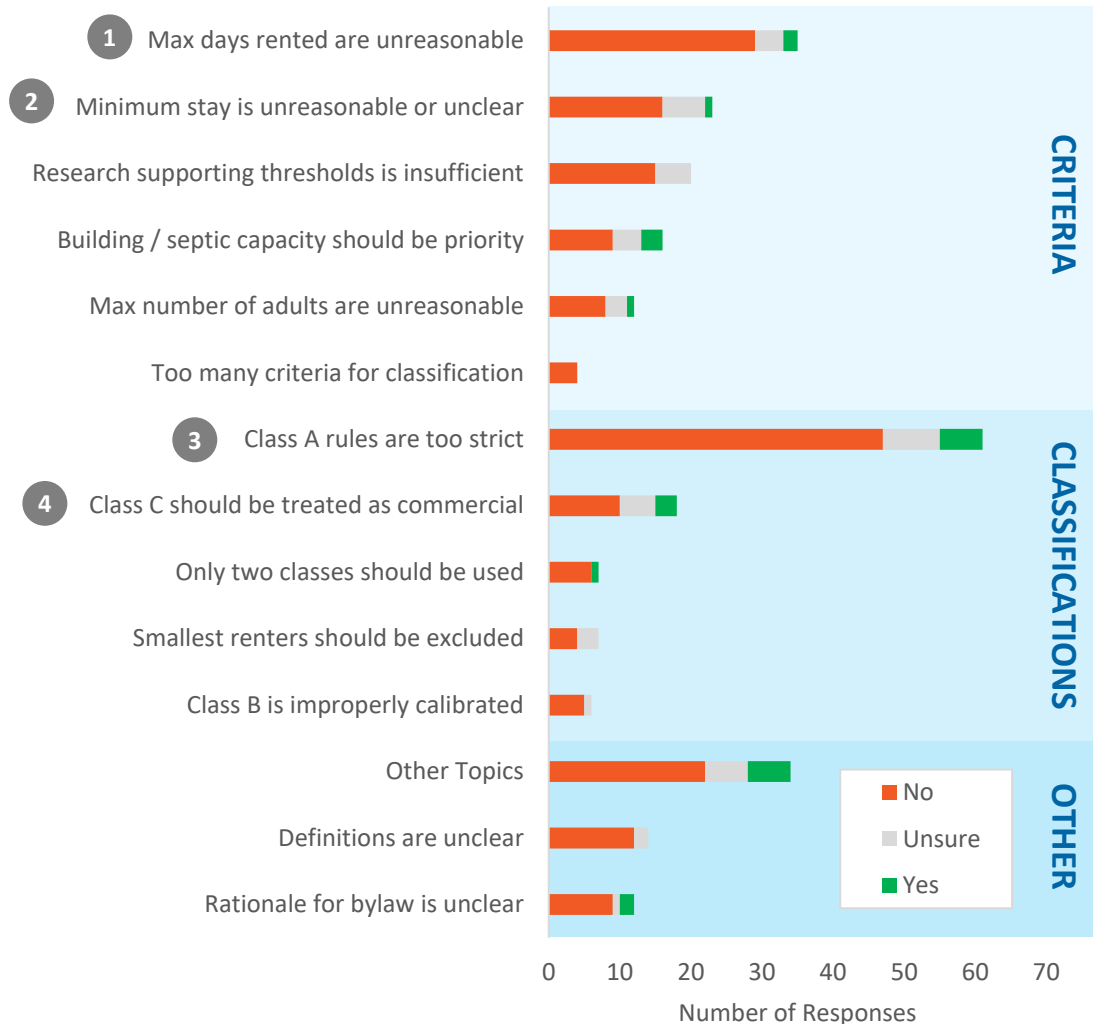


Comments

- Large majority of STA owners and users / renters disagreed with the classification system; underlying commentary indicated greater concern for the thresholds / levels than the criteria (note: this is not reflected in the data above)
- Residents were relatively evenly split on the appropriateness of the classifications
 - Large portion of respondents indicated they were unsure whether classifications were appropriate – suggesting that this approach may be too confusing / unintuitive

Q3. Are the classification criteria / thresholds appropriate?

Commentary (N = 272)



Commentary

- Majority of respondents with comments were individuals who indicated they did not support the classifications proposal. Key areas of feedback:
 - 1 Max Days Rented:** largely divergent views on this criteria, with owners / renters generally believing the limits were too low and community members viewing them as too high
 - 2 Minimum Stay:** across all groups there was some uncertainty around what this criteria meant, how it was used, and why it wasn't applied to all classifications
 - 3 Class A Definitions:** Both STA owners / renters and other residents indicated that Class A definitions may be too strict (e.g., 28 day maximum for rentals per year was too low of a limit)
 - 4 Class C Treatment:** Community members indicated that Class C properties should no longer be part of the STA bylaw but treated as commercial entities

4



Complaints

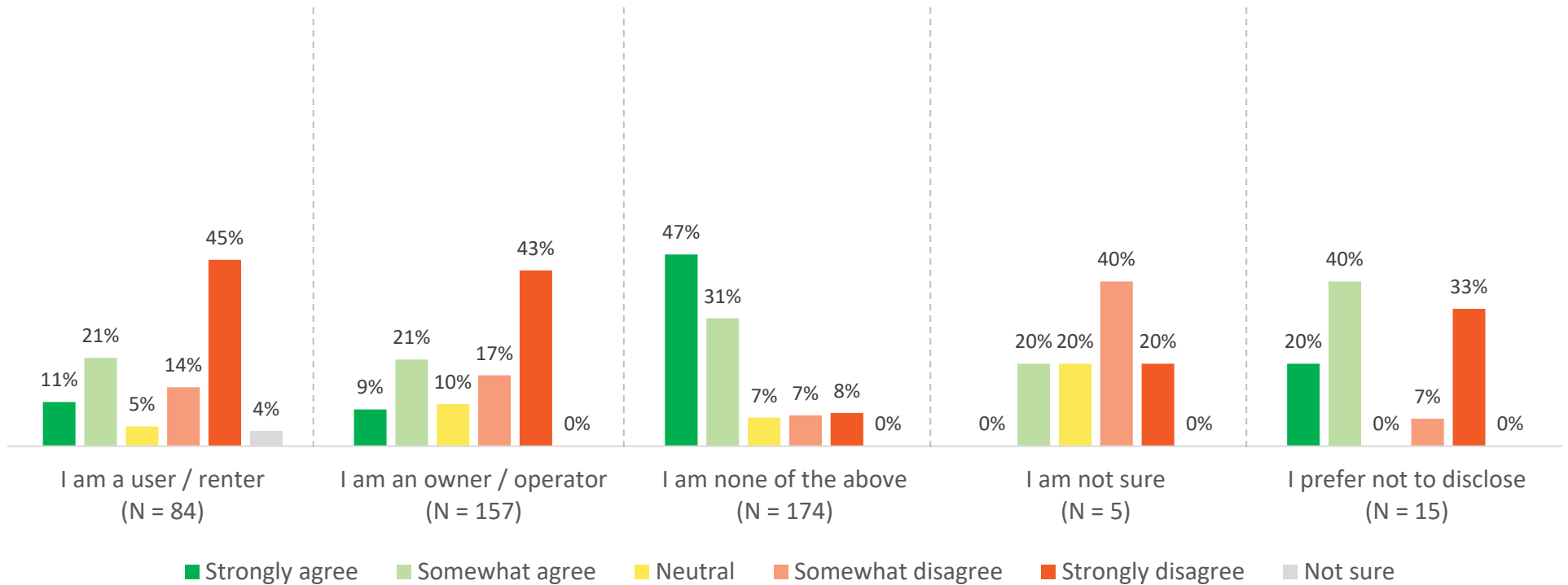
Q4. Is the proposed process appropriate?

Question provided for reference



Q4. Is the proposed process appropriate?

% of Total Responses

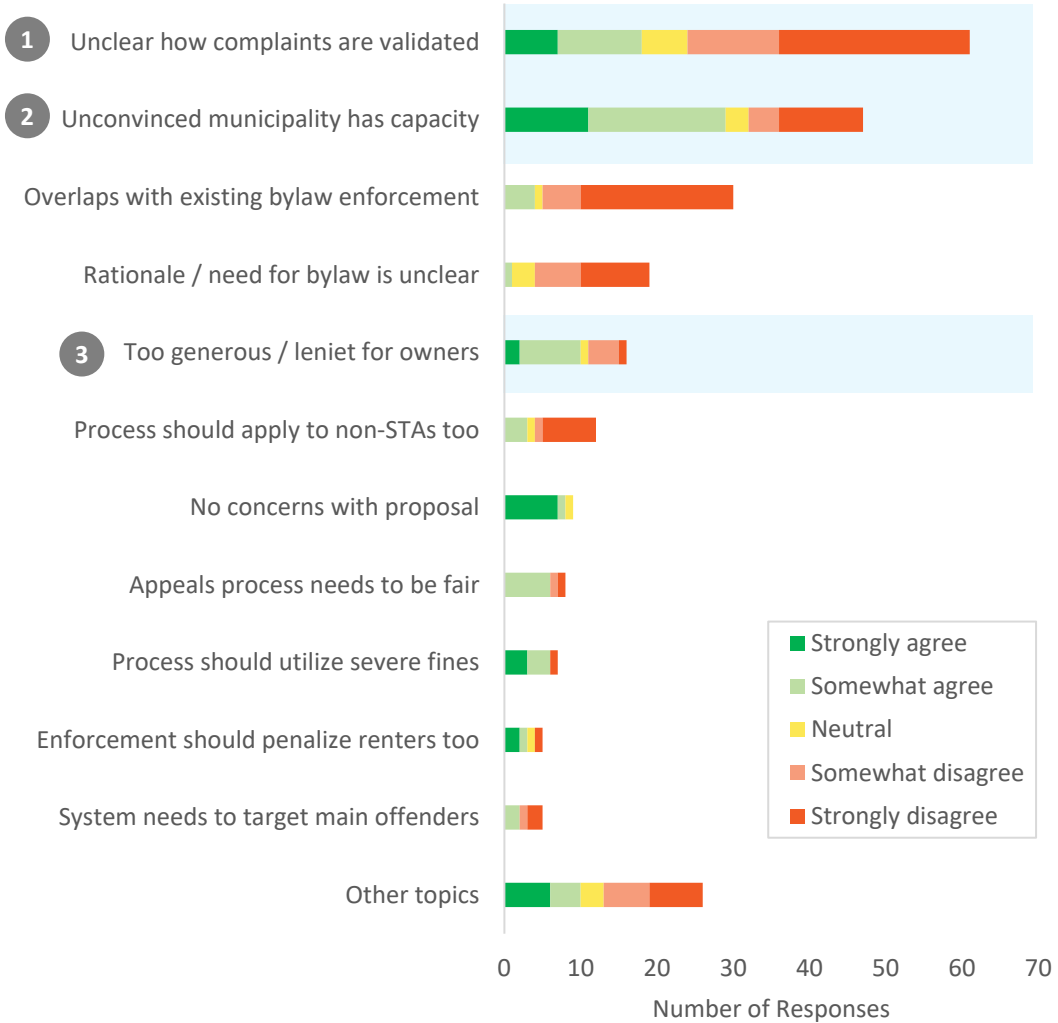


Summary

- STA owners / renters were generally opposed to the proposed complaints process (~60% either somewhat or strongly disagree), largely citing concerns around validating complaints and overlap with existing enforcement (see next slide)
- Very strong support for complaints process with residents (~80%) with commentary indicating this could address major pain point
- No statistically significant variation in responses by location (i.e., where variation is observed, sample size is too low to infer a relationship)

Q4. Is the proposed process appropriate?

Commentary (N = 250)



Commentary

- Several themes emerged in the comments that have been common throughout survey:
 - Process duplicates existing bylaws
 - Clearer rationale for why bylaw is needed
 - Rules should apply to non-STAs as well
- Three main sources of specific feedback to the complaints management process:
 - 1 Validation:** concern that there is not enough guidance on how complaints will be validated; primarily a concern from owners / renters, but it was a view shared by a portion of residents too
 - 2 Municipal capacity:** primarily a resident concern that the municipality would not be able to manage the proposed process thus making it unfair to all
 - 3 Three strikes:** primarily a comment raised by residents that the license revocation after three complaints was not strict enough
- Many other areas of feedback are addressed in other portions of the bylaw (e.g., appeals, fines)

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Costs

Q5a. Are the proposed fees fair & appropriate?

Question provided for reference

	Registration (Renewal)	Inspection (Reinspection)	Complaint Investigation
CLASS A	\$1,000 (\$500)		
CLASS B	\$2,000 (\$1,000)	\$500 (\$250)	\$300-600 → <i>Increases with frequency</i>
CLASS C	\$3,000 (\$1,500)		

Q5b. Is the MAT fair and appropriate?

Question provided for reference

“

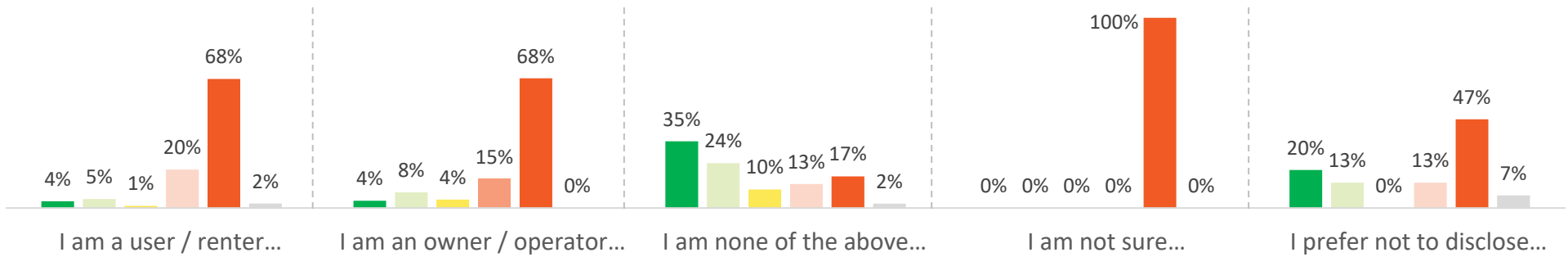
Each licenced property is subject to a 4% Municipal Accommodation Tax (MAT) which will automatically be applied to yearly residential tax report.

- DRAFT MNBP STA Bylaw

”

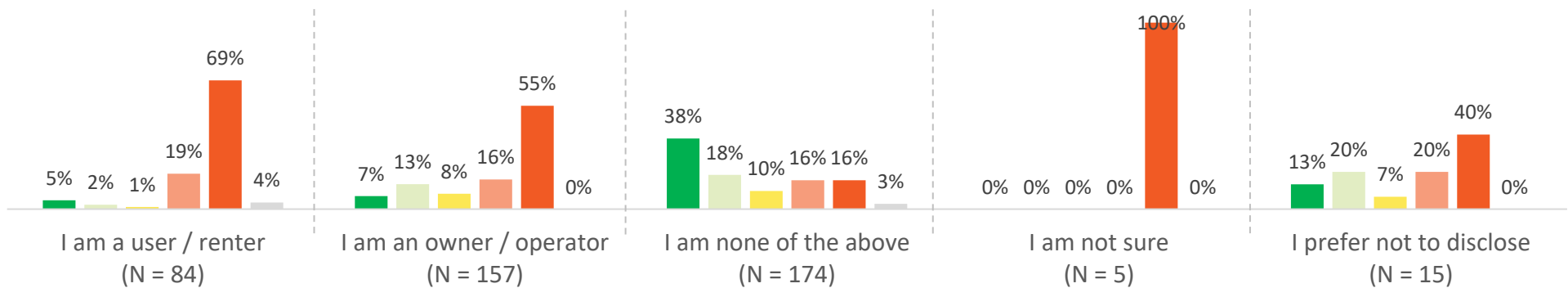
Q5a. Are the proposed fees fair & appropriate?

% of Total Responses



Q5b. Is the MAT fair and appropriate?

% of Total Responses



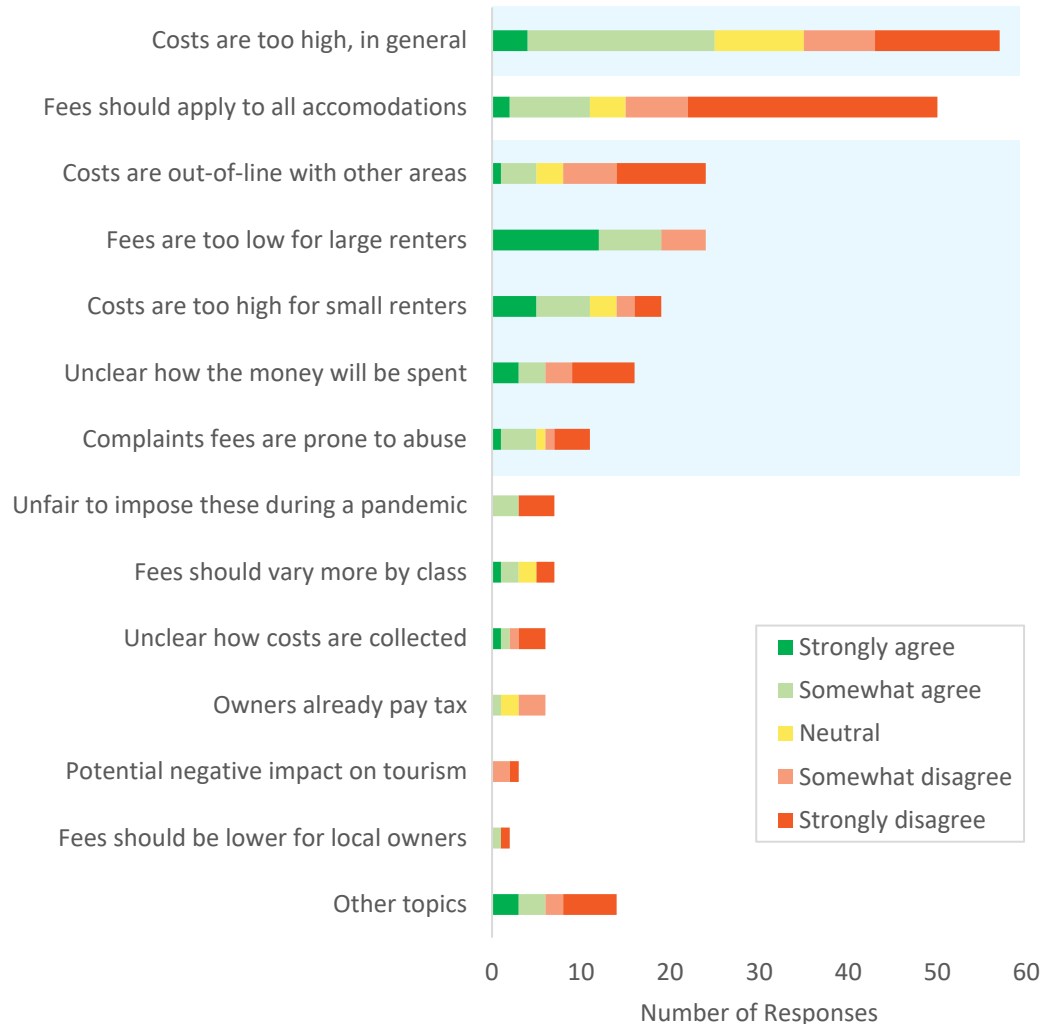
■ Strongly agree
 ■ Somewhat agree
 ■ Neutral
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Not sure

Comments

- Renters and owners are both strongly opposed to both the MAT and Fees; similar to other questions, there was no variation by geography
- By contrast, residents were generally supportive of the fees and MAT, though a material portion of respondents were opposed or neutral

Q5. Are the proposed fees / MAT fair & appropriate?

Commentary (N = 255)



Commentary

- Several themes continued in responses, primarily from owners / renters (e.g., inequity of treatment of STAs vs. other accommodations, how will the municipality implement program / use the funds)
- Primary owner / renter feedback was the costs were too high; this feedback was primarily focused on the processing fees (fewer mentioned MAT)
- Resident feedback was more mixed as similar numbers of respondents indicated fees were too high as those who suggested they were too low
 - Explanation seems to reside in size of STA
 - i.e., those concerned fees are too low are focused on larger STAs vs. small units
- Some specific concerns related to fees raised by owners (e.g., complaints fees could be excessive if there are unnecessary complaints filed)
- Note: responses indicated that there was some uncertainty around how the MAT is calculated