

Nantucket Short Term Rental Working Group

Data Gathering Subgroup

Meeting Summary

October 18, 2022 | 11 AM – 12:00 PM ET

Meeting Objectives

- Discuss the data needs and sources for the Nantucket Short Term Rental Working Group (STRWG)

Welcome & Orientation

Stacie Smith, Consensus Building Institute, welcomed the members of the STRWG who volunteered to be on this data gathering subgroup and the members of the public in attendance.

To see the full list of Subgroup WG members in attendance, please see Appendix A.

What Are The Working Group Data Needs?

Stacie Smith began the meeting by introducing the group to Jeffery Goodman and Kyle Salonga who work for Granicus, a research group focused on gathering data about Short Term Rentals nationally.

Jeffery Goodman gave an overview of his experience and expertise in data gathering. He highlighted the importance of starting the process by identifying a goal and what success will look like to create justification for the decisions made by the group. The three focus points of the data should be agreeing to similar language, understanding lived experience on the ground, and what the long-term goals and enforcement strategies of the local government are. This will help to set a common base of understanding. Stacie noted that the overall data gathering process is to get consensus on the policy goals, and then get data to confirm to what extent the problems are impacted by STRs on Nantucket.

The rest of the discussion was dedicated the Subgroup members asking Jeffery Goodman about the data needs of the group:

- Is it legal to institute a grandfather rule for everyone who already runs a STR?
 - Stacie: This is a legal question that should be brought to town lawyers at a different time.
- We need information breakdown on the percentage of STRs in the market on online platforms, local brokers websites, and other places.
 - Jeffery: Most of our work is scraping information from public online platforms. From this we can get a lot of data including who operates them, # of rooms, # of guests, information about the house. We can also look at more general data like how many

unique listings are on this site, unit types and addresses, typical nightly rates, revenue estimates and more. If you want us to look at local sites, we can accommodate that.

- We have access to the state registry, but it is unclear how reliable that data set is compared to Granicus.
- It will be important to understand the data by different neighborhoods. People feel like the affordable parts of the island where teachers, police, and trades people live are being disproportionately impacted by STRs.
 - Jeffery: There are several tools we can use to look at STRs by neighborhood, and also extract certain financial data points like sales prices to see the number of houses that became STRs.
- A lot of the questions have to do with observed changes over time. That is what people want to see.
 - Jeffery: Data over time will not be as refined as current data, but it can give us a good idea of trends and changes over time. The more recent the data, the more specific and accurate it will be.
- Because we are missing realtor data, the registry becomes important. The real estate market does not have partial home rentals, and it will change the nature of what we are looking at/what the market looks like to include their data. Residential exemption could be a good way to frame data.
 - Jeffery: Long term rentals are hard to get data on.
- We should get data on new types of rental models (timeshares, fractional ownership), and do an economic analysis on how the number of tourists we want to bring in each year will impact businesses. Also, is there a way to assess what homes are not suitable for year-round rentals (such as cottages that cannot be lived in year-round). How much lodging does the town need to have?
 - Jeffery: unless alternative rental types like fractional ownership would show up on one of the public platforms, we are not going to capture it. Economic impact statements are possible but can easily go in any direction so I caution leaning on them. How much tourism the island wants is more of a philosophical question than a data one.
- There was a population study that was done that could be important for the group to look at. Also, any decisions the group makes about regulations that are different from the current ones will have an impact on real estate value. How much is Nantucket's real estate value going to go down or up based on our actions? Further, how will that change in real estate value impact taxes if it is significant?
 - Jeffery: Economic values of homes are a bit out of our wheelhouse. It is difficult to model and can lead to building a process based on assumptions.
- We should not look at neighborhoods, because that makes it personal. Why don't we keep the data to zoning?
 - Jeffery: For a lot of people, zoning does not align with people's ideas of neighborhoods so it can be helpful to look at the data and maps in a way people will recognize and feel connected to.
- How do we delineate visitors from seasonal and part-time residents?

- Jeffery: What is the goal of knowing the exact breakdown of this? Because there are so many different uses and users, it is easy to get lost in a lot of data.
- It may be important to have a conversation about non-conforming vs. non STR places.
- We should know if we do nothing right now, what does the next 5 to 10 years look like? Only knowing and considering where we are today is not enough, we must also consider the future. Let's learn from other communities who have created policy around STRs, and look at the differences in their outcomes so we can create a toolbox for Nantucket.

Next Steps

Stacie Smith went over the next steps and action items:

- Granicus will make a presentation for the next full STR Working Group meeting based on today's conversation.
- Jeffery will send Stacie background readings that she can send to the Working Group.
- Jeffery will create a list of possible definitions.

Stacie thanked everyone for their participation and closed the meeting.

Appendix A: Subgroup Members and Attendance

Working Group Members

John Kitchener, At Large

Karen Zagayko, At Large

Dave Iverson, Planning Board Member (ABSENT)

Peter Schaeffer, Finance Committee Member

Peter Kahn, Advisory Committee of Non-Voting Taxpayers

Julie Lindner, ACK Now

Kathy Baird, Nantucket Together

Working Group Staff

Stacie Smith, Consensus Building Institute

Simenesh Semine, Consensus Building Institute

Megan Trudel, Planning Department Liaison

Adrian Rodriguez, Administrative Team

Granicus Staff

Jeffery Goodman, Granicus

Kyle Salonga, Granicus