

# Vacation Home Rental Community Education and Bylaw Compliance Campaign

## — Project Charter v.1

Hornby Island Local Trust Committee

Date: April 27, 2018

**Purpose** to undertake an education process to increase community awareness of best practices and regulations with respect to Vacation Home Rentals (VHRs), followed by an enforcement process to address continuing non-compliant operations that exceed VHR regulations, to increase compliance with the existing Hornby Island Land Use Bylaw.

**Background** This campaign is a result of the completion of the VHR Policy Review Project in 2017-2018. The LTC bylaws provide for the regulation of VHRs. The Hornby LTC wishes for an increased community awareness of the existing bylaws, as well as more fair and consistent enforcement of the VHR regulations.

### Objectives

- Provide information to VHR operators and the general public about existing VHR regulations, as well as best practices around minimizing water use, waste generation, and potential user nuisances.
- Reduce bylaw enforcement complaints and staff resources to deal with unlawful VHR operators
- Improve balanced enforcement of Vacation Home Rentals and achieve compliance with VHR regulations

### In Scope

- Creation/updating of a VHR Campaign webpage
- Communications with VHR marketing platforms
- Communications (information letters) to known VHR operators
- Communications to the general public via local news media and Campaign website
- Preparation of a VHR FAQ document and/or brochure
- Enforcement of non-compliant VHR operations identified by complaint or advertising

### Out of Scope

- Community Information Meetings
- OCP or Land Use Bylaw amendments

## Workplan Overview

Deliverable/Milestone	Date
Communications with VHR marketing platforms	May 2018
Compile a list of current VHR operators	May-June 2018
Prepare communications media, including create/update VHR Campaign webpage and FAQ/brochure	May-June 2018
Distribute public communications and informational letter to VHR operators	Summer 2018
Bylaw compliance letter to VHR operators	Summer 2018
Bylaw Enforcement of VHRs	January 2019 — ongoing

### Project Team

Teresa Ritemann, Planner 2	Project Manager
Ian Cox, Planner 1	Planning Support
Miles Drew	Bylaw Enforcement Support
Wil Cottingham, Office Admin Asst.	Admin Support

### Budget

Budget Sources: Hornby LTC Special Projects			
Fiscal	Item		Cost
2018-19	Newspaper insert, letter mailouts, brochure production		\$750
	<b>Total</b>		<b>\$750</b>

#### Director Approval:

David Marlor

Date: April 10, 2018

#### LTC Endorsement:

Resolution #: HO-2018-021

Date: April 27, 2018