

2023 Survey of Neighbors near Short Term Vacation Rentals

Prepared by

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OVERVIEW

No new permits have been issued in La Quinta non-exempt residential communities since August 2020. The ban on issuing new permits in non-exempt residential communities was made permanent May 20, 2021, and updated in the La Quinta Municipal Code Section 3.25.055. The permanent ban on STVRs in non-exempt residential communities has resulted in the transition of STVR permits to tourist commercial zones. Since January 2021 the number of permitted residential STVRs has decreased by 305, from 1,050 to 745 as reported on April 7, 2023. There has been an accompanying increase of 190 permitted STVRs in Tourist Commercial zones from 270 to 460.

In January 2021 code updates were made to enhance regulations, enforcement, and increased fines sought to improve the quality of life of residents living near an STVR. Evaluating the effectiveness of these code updates is a challenge without knowing the level of resident participation in the Hot Line program.

To aid the City Council and staff's consideration of code enhancements, N4N surveyed residents in December 2020 to develop a database on STVR created problems and resident participation in the city's Hot Line enforcement program. This data was provided to the City Council and staff on January 5, 2021, as part of N4N's document entitled "Vision for La Quinta".

To update the December 2020 database, assist the city in evaluating the effectiveness of the Hot Line program and identify potential improvements to the program a new survey of residents living near STVRs in non-exempt residential communities was conducted between May 22 and June 2, 2023.

The survey was developed using the American Association of Public Opinion Research credibility and transparency criteria. Questions were designed to develop a database to evaluate how effectively the STVR hot line program is addressing STVR created disturbances impacting neighboring residents' quality of life and identifying the types of disturbances residents are now experiencing. The 2020 and 2023 data can be compared to help determine,

1. If the quality of life of STVR neighbors is improving.
2. Has the use of the Hot Line increased in the past 30-months?
3. If not, why not?
4. What type and level of disturbances would cause an STVR neighbor to use the hot line?

458 residents living near STVRs volunteered to participate in the survey. The survey was administered over the internet, using residents' email addresses which were sorted from a list created by integrating the April 7, 2023, STVR permit list and the N4N distribution list. 4,568 residents were invited by email to take the survey. There were 1,368 survey starts and 458 submits.

To ensure database integrity all surveys were verified to be from residents living in a La Quinta non-exempt residential neighborhood with permitted STVRs. To allow for a direct comparison between May 2023 survey data all questions were normalized to 458 surveys; meaning if a surveyor skipped a question, it was recorded as a No Answer to bring the total survey responses to 458.

Conclusions

- There has been a measurable improvement in the quality of life for many residents (full-time, part-time and snowbirds).
 - A decrease in permitted STVRs by 305 in non-exempt residential neighborhoods translates into approximately 1220 family households now living near neighbors not an STVR.
 - 12% of residents living near an STVR have seen an improvement in their quality of life since January 2021.
- 64% of STVR neighbors in non-exempt areas have been exposed to STVR created disturbances in the past year,
 - The survey forecasts approximately 3300 residents living near a STVR continue to deal with STVR created disturbances.
 - The type (noise, parking, trash, overcrowding) and percentage of disturbances remain similar to December 2020.
- The opportunity to increase resident participation in the Hot Line program is strongly supported by survey results,
 - 79% of residents living near an STVR responded they would use the hotline for complaints with anonymity.
 - 72% of residents living near an STVR responded they would validate video/audio recorded disturbances with their signature.
 - With only 16% of residents in non-exempt residential communities using the Hot Line, educating residents that these two complaint mechanisms are available as part of the Hot Line program could significantly increase resident participation.

INTRODUCTION

Neighbors for Neighborhoods LQ (N4N) conducted a survey between May 22 and June 2, 2023, to collect data and comments from La Quinta residents living in non-exempt residential neighborhoods near a Short-Term Vacation Rental (STVR). The survey was developed with input from the La Quinta city staff to:

- Seek comments and experiences of residents who encounter STVRs in their neighborhoods.
- Inform residents of the 24/7 STVR hotline and evaluate how it is being utilized to improve residents' quality of life.
- Identify any improvements to the current STVR program rules, regulations, and enforcement.

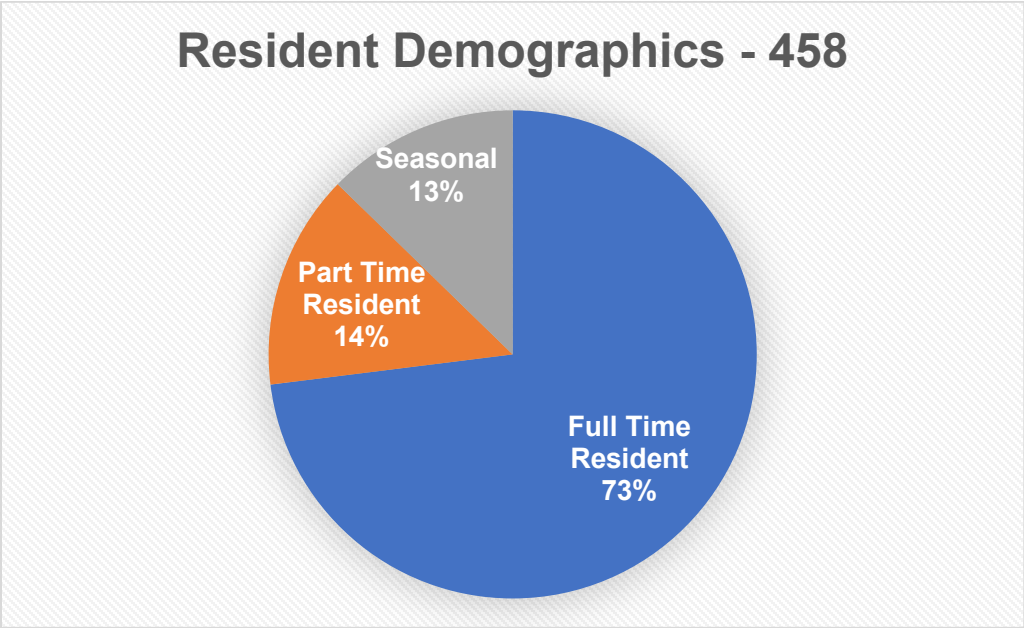
The May 2023 survey was designed to meet the credibility and transparency requirements of the American Association of Public Opinion Research (AAPOR). The survey targeted a 95% confidence level with a +/-4% margin of error. Analyzed survey data with graphs and observations are presented in this report.

In January 2021, N4N published a Vision for La Quinta which proposed changes to the city's STVR program based on collected and analyzed survey data. Where possible, this report compares the two surveys to identify trends and progress in improving residents' quality of life and how the STVR Hot Line program has evolved over the past 30 months.

Survey analysis is based on the mathematics of probability and statistics. Probability enables taking the data from only a few percent of the total population and forecasting the total population. In reviewing the survey data, sample size numbers are interesting but what is important are the percentages. Consequently, the data presented throughout this report are percentages illustrated with pie charts and histograms.

DEMOGRAPHICS

The demographics of residents living in non-exempt residential communities taking the survey are,

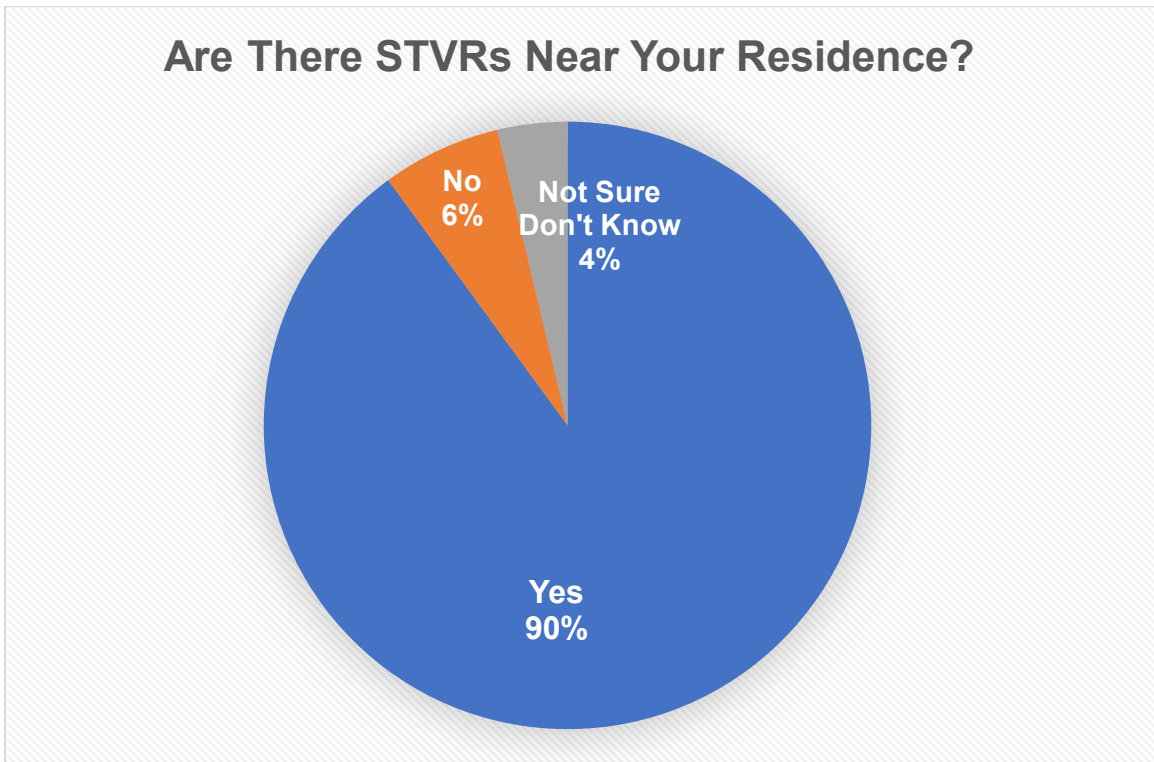


The estimated population the survey represented is based on the 745 active STVR permits in non-exempt residential neighborhoods contained in the April 7, 2023, permit report. If we define near an STVR as four homes (across the street, two adjacent and one behind) with 1.75 residents per household, the population the survey is statistically modeling is 5,215. 4,568 residents were invited by email to take the survey. The difference is created by missing email addresses.

To protect the integrity of the survey database, only surveys were included from residents with a confirmed street address in a La Quinta non-exempt residential community with permitted STVRs. A total of 458 surveys makeup the database.

23 non-exempt communities are represented in the survey database. This survey compares favorability to the 21 communities that participated in the December 2020 survey. The 23 non-exempt communities participating in this survey are,

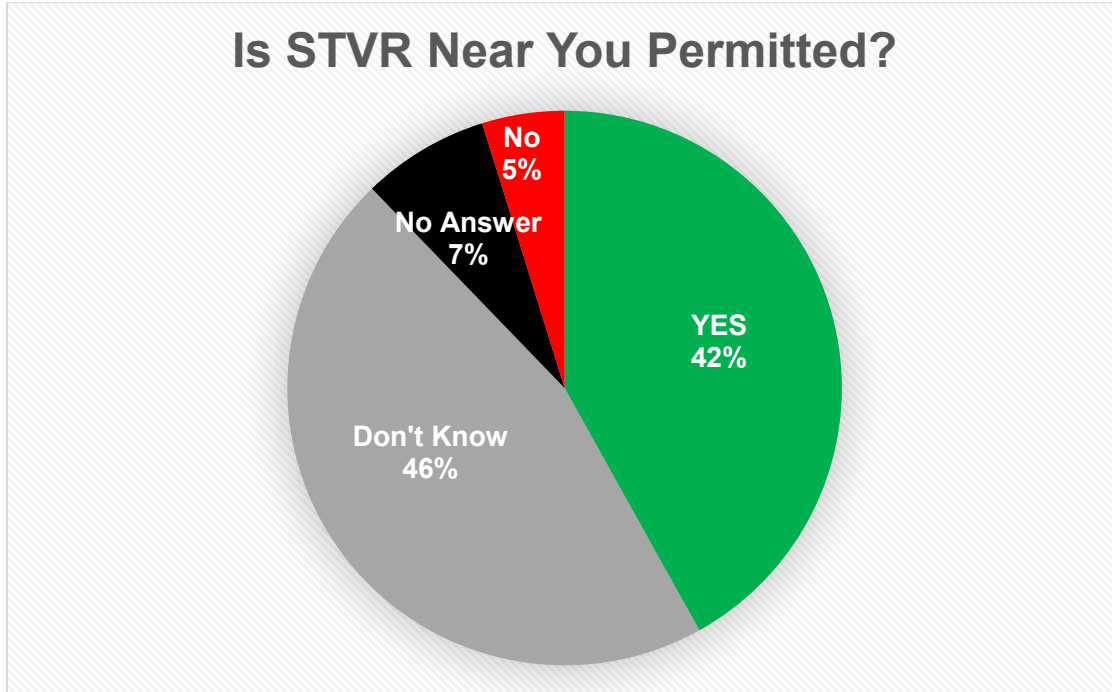
Acacia	Highland Palms	PGA West
Althea Court	Indian Springs Neighborhood	Rancho Ocotillo
Bella Vista	La Fonda Neighborhood	Sonrisa
Cactus Flower	La Quinta del Oro	Sunflower
Cove	La Quinta Highlands	Topaz
Desert Club Manor	La Quinta Palms	Westward Isle
Desert Club Estates	Marbella	Westward Ho
Desert Pride	Monticello	



412 residents who voluntarily took the survey confirmed they live near an STVR, that's 90%. This compares to 87% of December 2020 survey participants. Based on margin of error of survey participants living near an STVR, comparing data between December 2020 and May 2023 can be done with a 95% confidence level.

CHARACTER OF STVR NEIGHBORHOODS

The easiest way to know if a STVR is permitted or not should be to ask the neighbors. However, only 192 of the 458 (45%) people living near a STVR know if the STVR in their neighborhood is permitted.

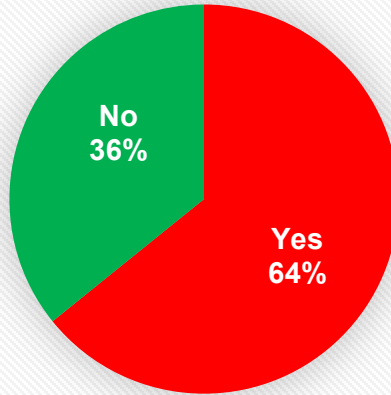


What is concerning is 46% of the neighbors don't know if the STVR is permitted. If the STVR permit is not required to be visible from the street, then residents need to check the STVR permit list to confirm the rental is permitted. The 46% Don't Knows, suggests a program to educate the public on where to find the STVR permit list on the city website could help with the identification of unpermitted STVRs. This educational effort could adopt the process used to educate the public on the Hot Line program. 81% of STVR neighbors know about the Hot Line program.

7% of survey participants did not answer the question. You could speculate they skip answering the question because they didn't know if the STVR was permitted. This would bring the total number of Don't Knows to 53%.

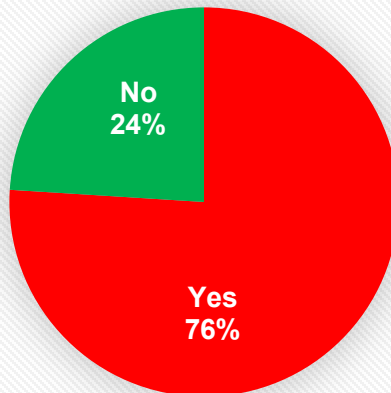
Survey participants identified 22 unpermitted STVRs. The number of unpermitted STVRs is probably much greater. Using statistical inference operating unpermitted STVRs could approach 220. Getting residents involved in ferreting out these illegal rentals is the only sure way to identify them.

Experience STVR Disturbances? (May 2023)



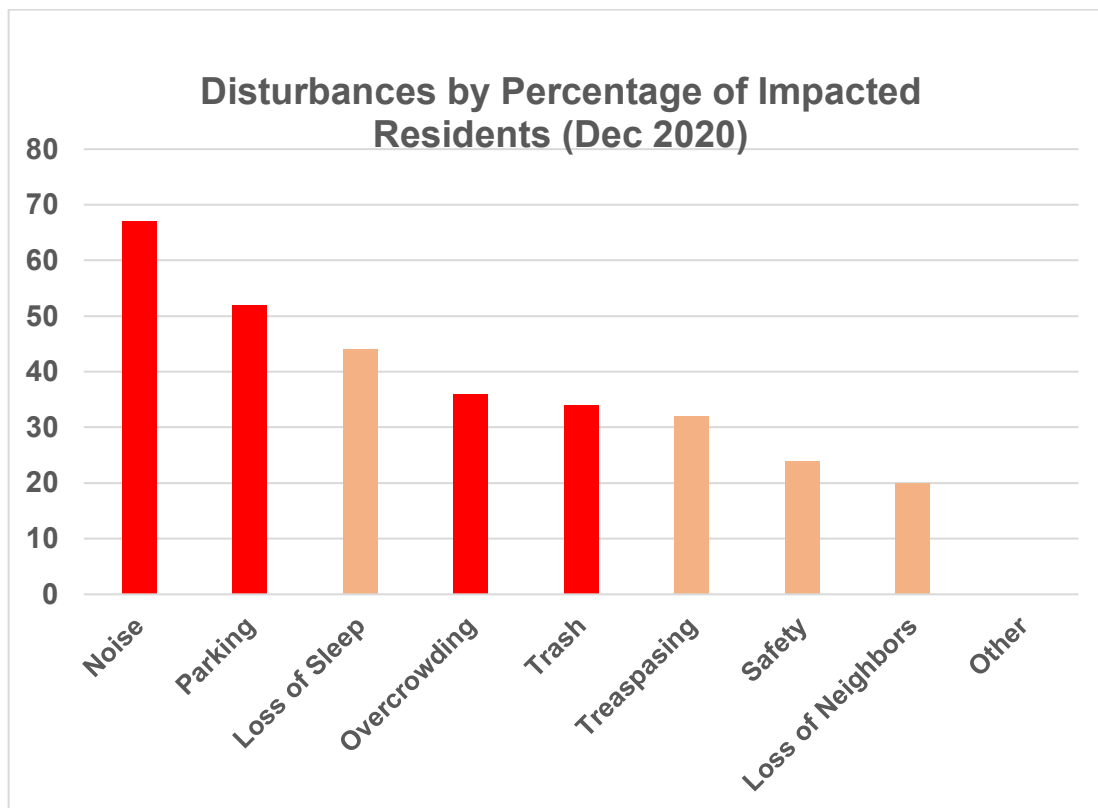
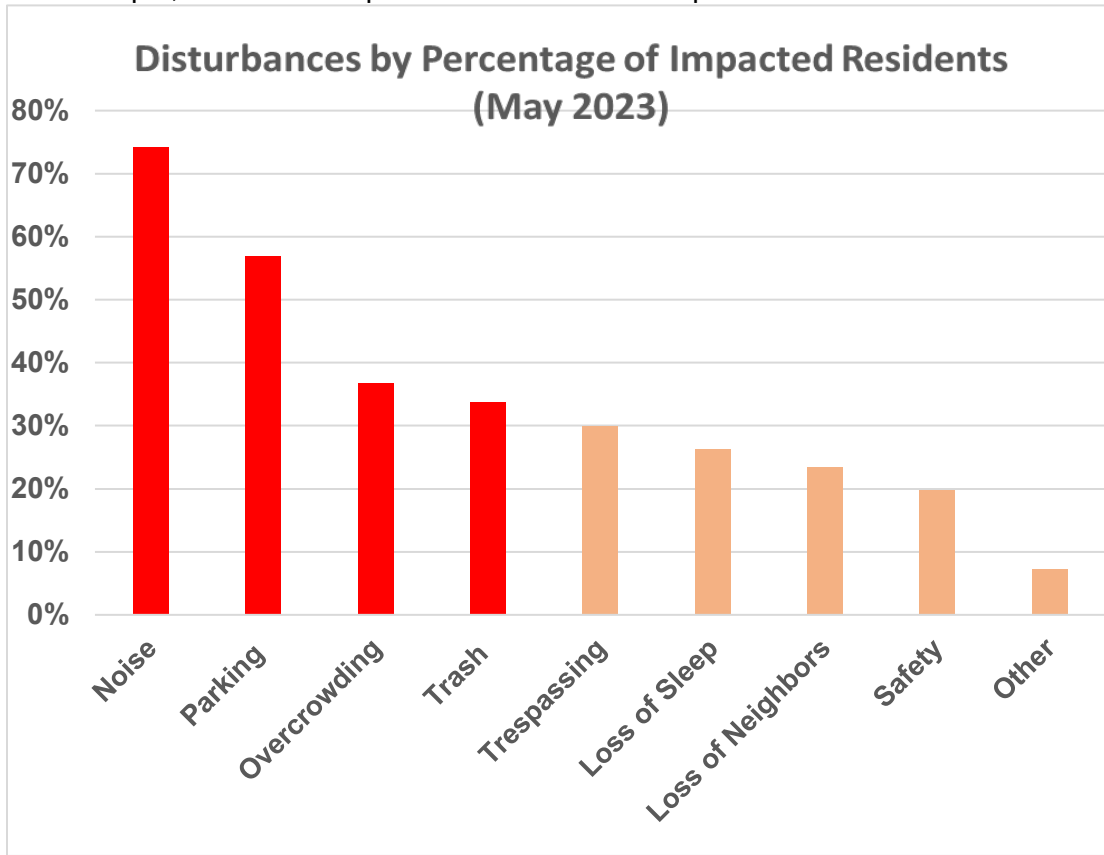
There were 164 survey participants who reported no issues with their STVR neighbors. That means 294 STVR neighbors experience one or more disturbances. The 64% impacted survey participants capture both permitted and unpermitted STVR disturbances. Comparing the May 2023 percentage of impacted residents to the December 2020 survey percentage shows a decrease of 12%. Specifically, May 2023, 64% of neighbors were impacted, compared to 76% in December 2020. This is a measurable improvement well outside the surveys' margin of error.

Experience STVRs Disturbances? (Dec 2020)



So, what types of disturbances are 64% of STVR neighbors experiencing? The histography below depicts these disturbances as a percentage of the impacted residents.

For example, 74% of the impacted residents have experienced a noise disturbance.

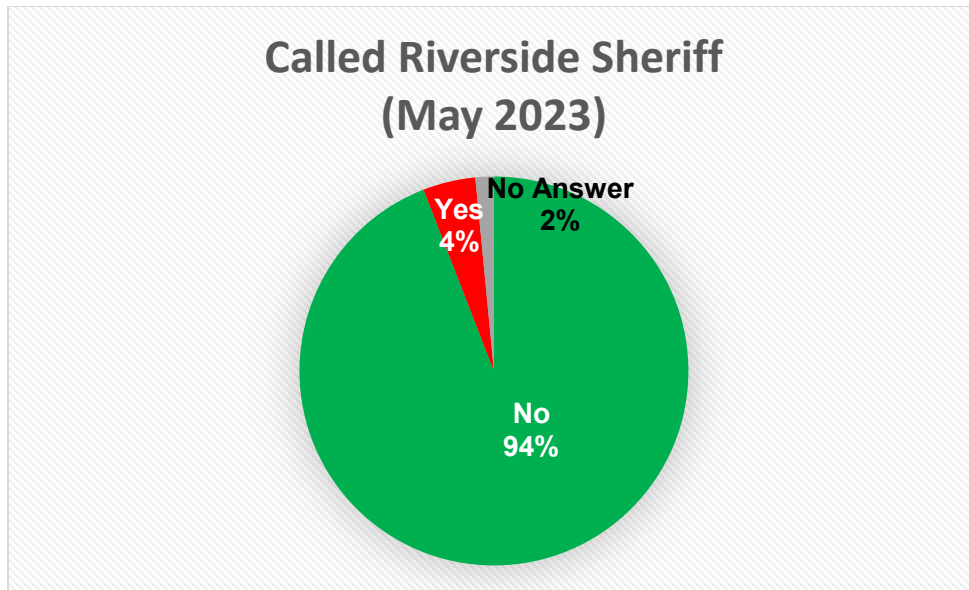


Comparing the percentage of disturbances between December 2020 and May 2023 shows within the margin of error, the major disturbances have not changed, noise, parking, overcrowding and trash.

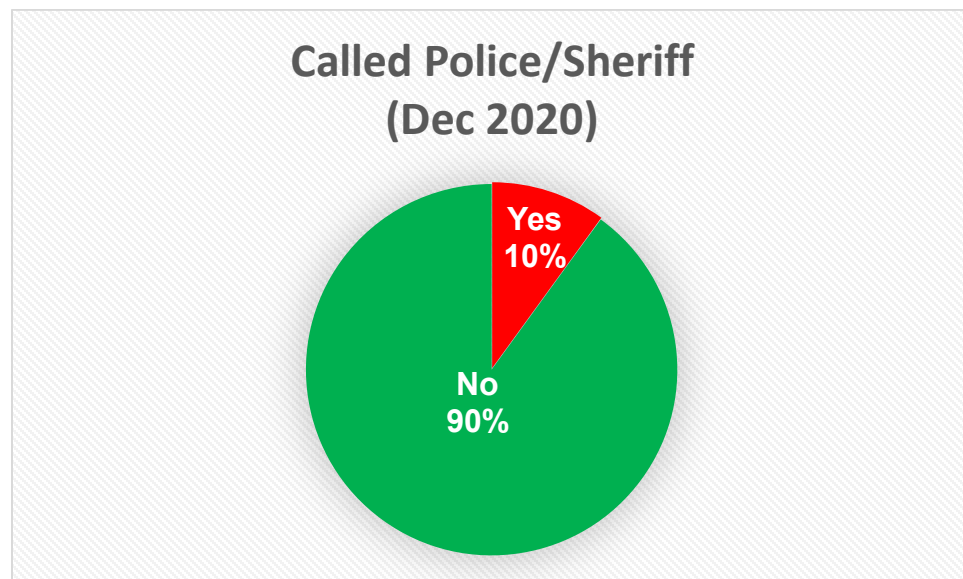
Color code represents:

- Disturbances that can be cited – Red.
- Disturbances that cannot be cited (quality of life issues) - Orange.

Interestingly, resident Loss of Sleep due to STVR disruptions has decreased from 43% to 26%, which is well outside the margin of error. This is a very good trend however, 26% is not acceptable for residents' quality of life.

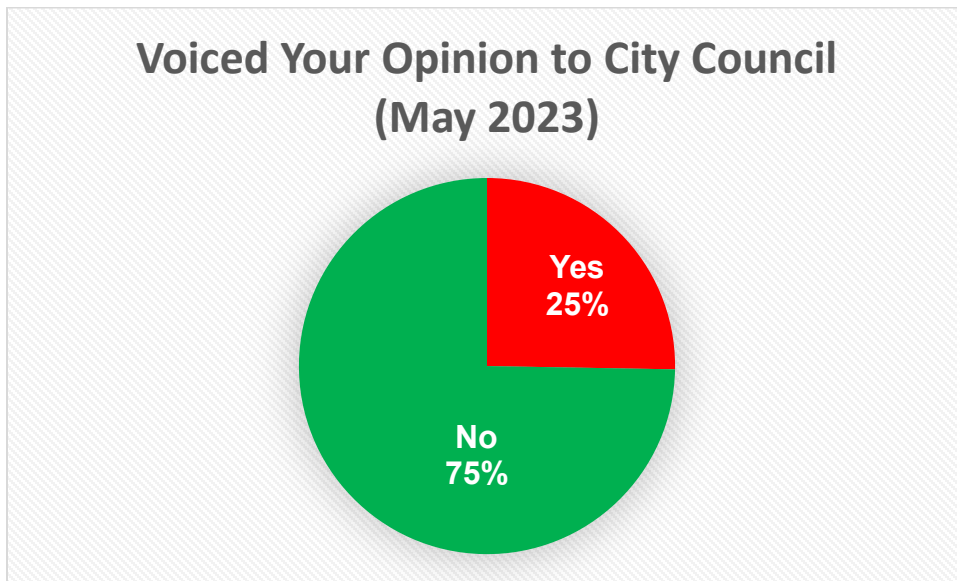


4% of STVR neighbors have called to file a disturbance complaint with the Riverside Sheriff.

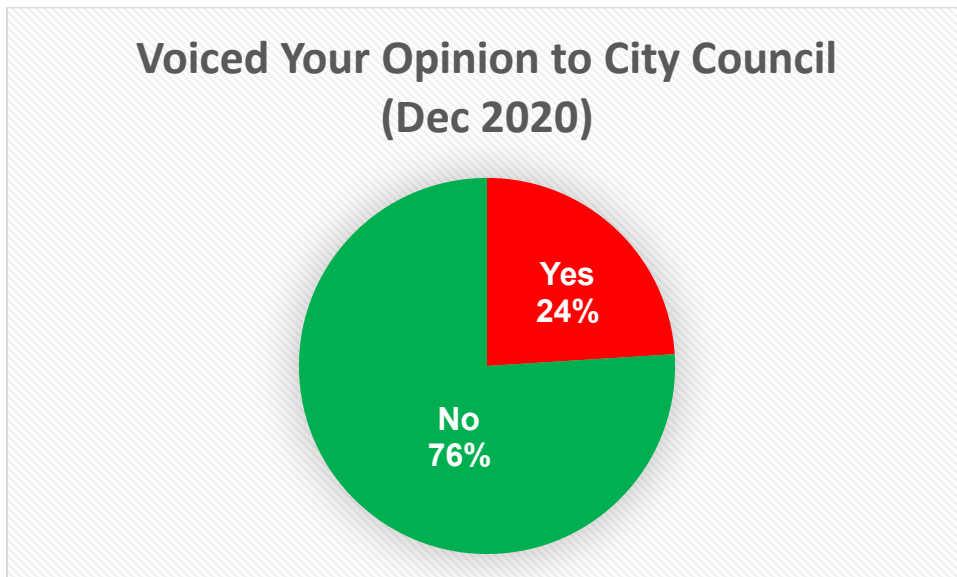


There were no comments in the May 2023 survey identifying complaint calls to the police. The percentage decrease in calls to the sheriff is 3 times larger than the decrease in STVR disturbances. This could be explained by residents just not wanting to involve the sheriff. A second reason, many residents have been informed these complaints are civil issues between the resident and renter.

In the past year the percentage of residents living near an STVR that have texted, emailed, called, or testified to the City Council is 25%.



Compared to December 2020, response is the same within 1%, well inside the margin of error.



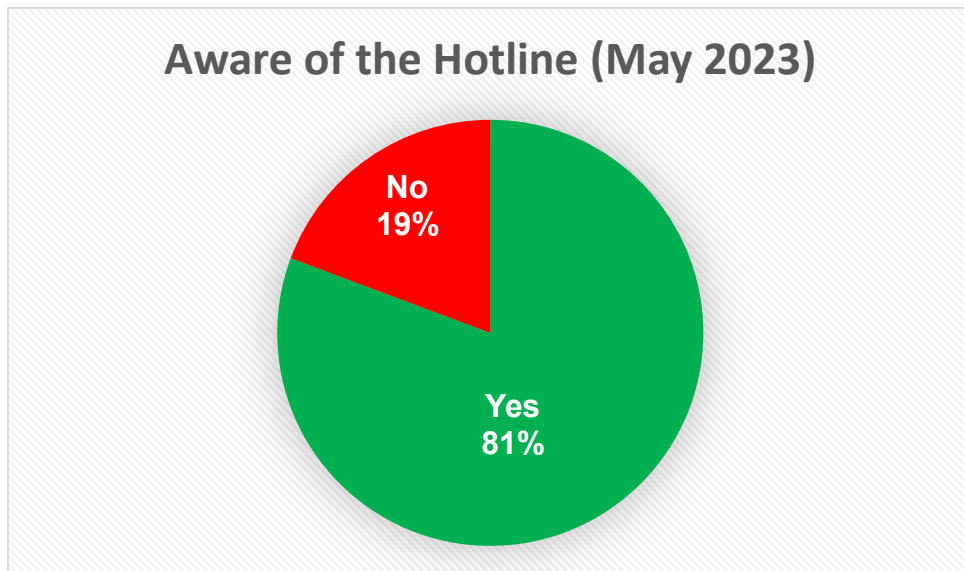
May 2023, 25% of STVR neighbors have contacted the City Council compared to 16% who have used the Hot Line. This is an indicator resident do not want to get involved with the Hot Line program.

STVR HOT LINE PROGRAM

The following survey questions were asked to develop a database that will allow an evaluation of the city's STVR hot line program.

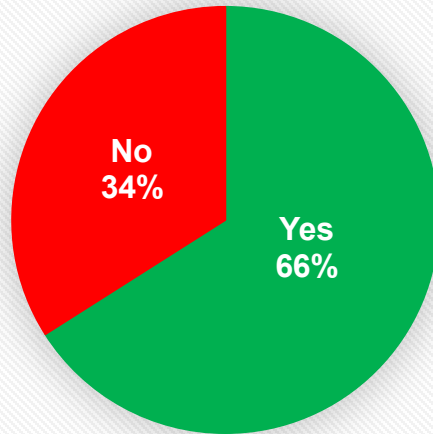
- Are you aware the city provides a 24/7 hotline for reporting complaints?
- Have you called the 24/7 hotline with an STVR complaint at any time in the past year?
- If "Yes", How many times? (If "No", skip to 7b)
- 7b - If "No", why did you not use the 24/7 hotline to report a STVR complaint?
- What issues and/or concerns would cause you, or have caused you in the past to call the 24/7 hotline? Please specify.

May 2023 survey showed 81% of residents living near a STVR are aware of the hot line.



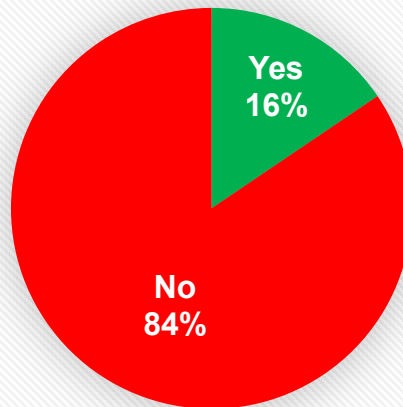
This compares to 66% in December of 2020. The city's program to educate and increase residents' awareness of the Hot Line program has resulted in a 15% increase in STVR neighbor awareness over the past 30-months.

Aware of the Hotline (Dec 2020)



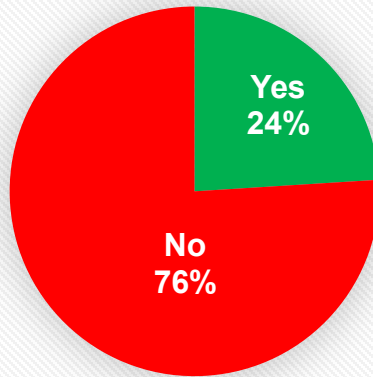
The follow up survey question was – Have you call the 24/7 hotline with an STVR complaint at any time in the past year? 16% of all residents living near an STVR in a non-exempt residential community responded Yes.

Called the Hotline in the Past Year (May 2023)



This is a decrease of 8% from the 24% Yes response in the December 2020 survey (shown below).

Called the Hotline in Past Year (Dec 2020)

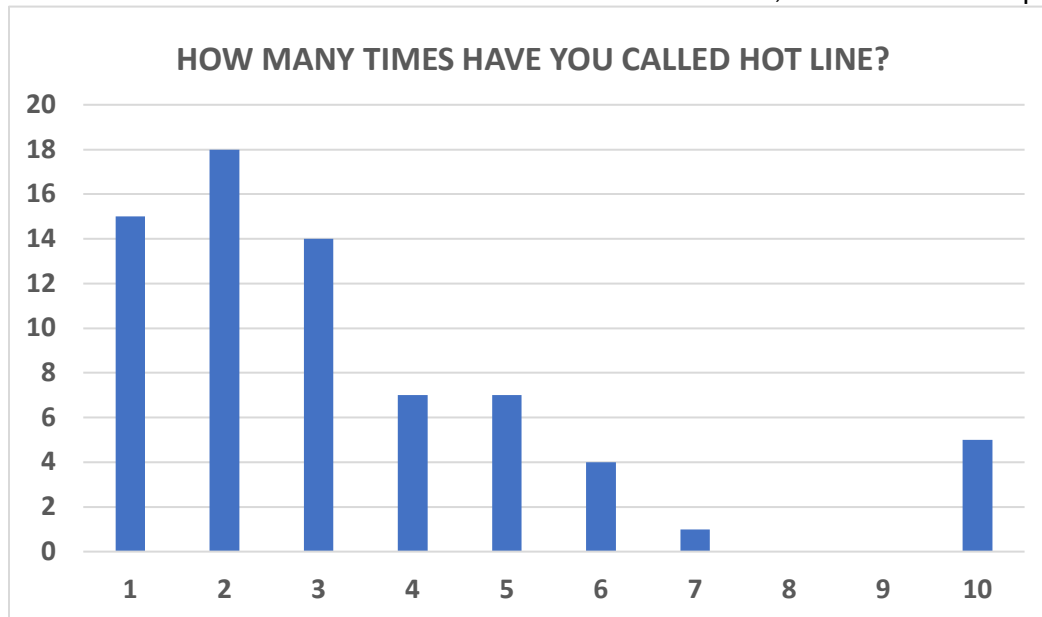


The survey population generating these percentages includes all neighbors of STVRs whether they are aware of the hotline or not.

Of the 458 people who took the survey, 81% are aware of the Hot Line and 16% have used the Hot Line. Of the 64% STVR neighbors in non-exempt residential neighborhoods that have experienced disturbances, 24% have called the Hot Line at least once in the past year.

The survey did not ask whether the STVR complaint was for a permitted or unpermitted STVR. Several resident comments acknowledged the disturbance was caused by an unpermitted STVR. As presented earlier in this report, 53% of survey participants did not know if the rental was permitted or unpermitted.

Specifically of the 294 STVR neighbors who have experienced disturbances, 71 have called the Hot Line. These 71 called the Hot Line a total of 239 times, 3.3 Hot Line calls per resident.



The survey determined 84% of STVR neighbors have not used the Hot Line. The follow up question was, If “No”, why did you not use the 24/7 hotline to report a STVR complaint? Of the 7 choices provided to answer this question (refer to Attachment 3, page 31, Question 7b), 24% of survey participants selected “other”. To provide a more detailed analysis of the question, groupings of like written comments from “other” responses were identified to create 7 additional responses which were used to complete the following table.

Why did you not use the 24/7 hotline to report a STVR complaint?

Reason for No Call	% of No Calls	% of Total Survey Participants
Not Aware of Hot Line	20%	18% a
No Issues to report	15%	12%
Situation has Improved	14%	12% b
No Results from calling	13%	11%
Not a First Responder	8%	7%
Did Not Answer Question 7b	8%	7%
Fear of Retaliation	6%	5%
Call HOA Security	4%	3%
Not near an STVR	4%	3%
Impact on Property Value	3%	2%
Call owners	2%	2%
Wait it out	2%	2%
Deal with disturbance directly	1%	1%
% Total	100%	84%

a - Correlates to 19% answer to Question, Are you aware the city provides a 24/7 hotline for reporting complaints?

b – Correlates to 12% improvement when comparing 2020 and 2023 surveys.

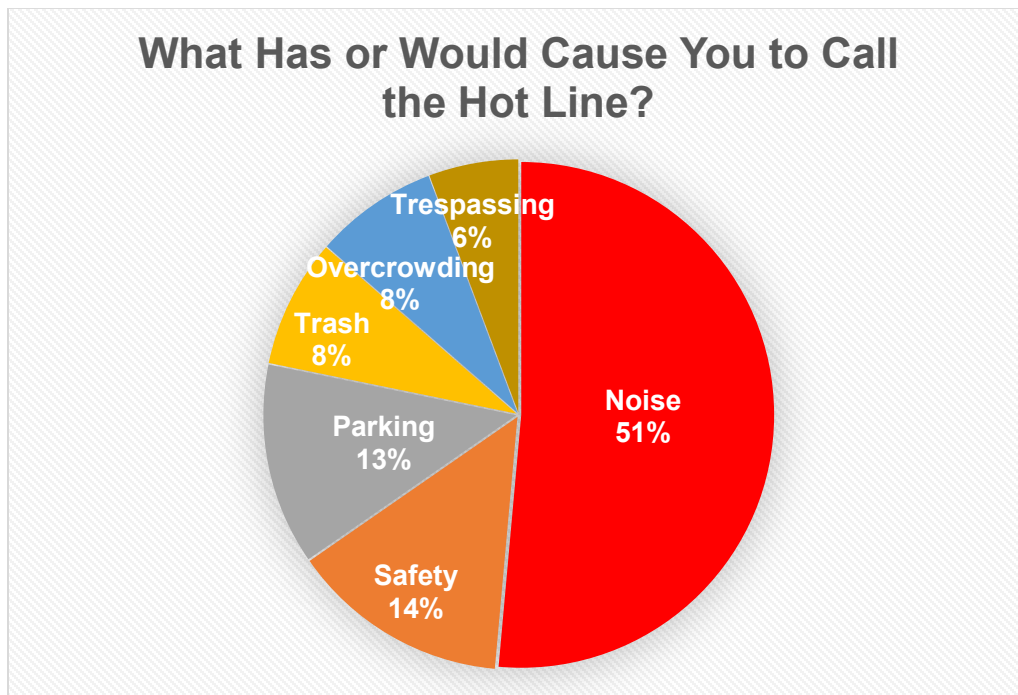
The two correlations illustrate the consistency of the survey participants answers.

To identify potential areas the STVR hotline program could be improved survey participants were asked “what issues and/or concerns would cause you or has caused you in the past to call the 24/7 hotline? Please specify.”

295 comments were submitted. This number is similar to the number of STVR neighbors who have experienced a disturbance in the past year. It appears there is no disturbance that would cause the 164 STVR neighbors currently experiencing no issues to call the Hot Line.

A key word search was performed on the 295 comments to group them into one of the disturbance categories identified on page 10 of this report. A summary table of the type of disturbances that would have or would cause a Hot Line complaint with a comparison to the percentage of STVR neighbors that are experiencing each disturbance is below.

Disturbance	Cause to Call the Hot Line	% of Neighbors Impacted By
Noise	51%	74%
Safety	14%	20%
Parking	13%	57%
Trash	8%	34%
Overcrowding	8%	37%
Trespassing	6%	30%



In addition to the four standard ongoing disturbances, Noise, Parking, Trash and Overcrowding, there are two quality of life disturbances for which citations cannot be issued, Safety and Trespassing. These quality-of-life disturbances are civil issues and do not fall within the city’s STVR hotline program.

SURVEY COMMENTS

There were 332 comments made to the survey question – Do you have any other comments concerning STVRs you would like to add?

Below is a representative sample of 60 comments (approximately 20%) including, “haven’t had the need to call the hot line”, “DO NOT lift the ban”, and “I honestly didn’t think the situation could get this bad.”

1. Although the situation has improved in the past couple of years, I still would like to see the moratorium on STR's continue in La Quinta. I am hoping that STR people will gravitate to the residential areas that allow STRs. It would certainly solve the inconvenience of living near an STR property.
2. Although things are better than they were, I still wish they were banned altogether.
3. Penalties are far too lenient. They should also be publicized to deter others and make people aware that fines will be levied, and rules enforced. The total number of houses fined the total fines and main causes of fine should all be published monthly and have the press report on them.
4. By any measurement the ban on new residential STVRS has worked to the benefit of City and its residents. However, the City needs to increase patrols in non-HOA areas with known STVR problems. The City needs to improve the perception of the hot line. Is the phone answered by a person 24/7? What is the average response time? From what I have heard from many residents, people just don't think it does any good to report things, and they just lock themselves in their house.
5. Calls to hotline seem to have no effect at all. It's a disappointing response from the city...I've given up calling.
6. Contrary to the City's narrative, STVRs are the wild, wild west. Relying on “honest” reporting by property owners. Well known many are “used by friends/relatives” to avoid reporting. They do not add to the day to day enjoyment of my full time residency. Especially when I have to be the cop monitoring situations. Get tired of reporting to HOA, security and City and having nothing done.
7. Do NOT lift ban!!!
8. Do NOT want them opening licenses for more mini hotels to operate within our residential communities.
9. Fines and penalties need to increase.
10. List of violators need to be public, just like court appearances and traffic citations. A stronger program of non-licensed violators needs to happen.
11. Fines need to increase permanent removal of licenses needs to happen, and enforcement of non-permitted properties needs to improve.
12. Fortunately, we have not experienced any problems with the short-term rental behind us, or those down the street. That said, I would definitely like to be able to rely on city help if necessary.
13. I am concerned that STVR's will proliferate again, because of the City Council's support for STVRs. I think the complaints are down for the following reasons: lower numbers of STVR due to the Ban on new permits and attrition, burn-out, and apathy of neighbors that live near STVRs, and fear of retaliation by STVR owners and the city.

14. I am just glad no new permits being issued. I have not had any problems with the two near me. They are not next to me so that may be different than being next door. I hope the city doesn't allow more as that would change the neighborhood.
15. I am not sure if anything has been done as a result of my calling and emails. I have photos they have never asked to see. It is still ongoing.
16. I am truly unhappy in what I am seeing in our neighborhood-because of this situation, friends of mine have moved out. Unfortunately, its all about profit making! As homeowners that live here, we are screwed! Realtors pushing those home sales as attractive Rentals- Yearly rentals- would be acceptable.
17. I didn't buy a home to have a hotel next door. It is a constant revolving door, on occasion with 2 to 4 different parties in one week. This also means housecleaners and maintenance people are constant. Housekeepers leave outdoor lights on all the time' shining into our bedroom overnight. Frequent requests to have this stop are useless. It has degraded our quality of life significantly.
18. I feel like I live in a commercial hotel zone because I am surrounded by Air bnbs
19. I have both permitted and non-permitted rentals adjacent to my home. Both are problematic. I have reported both to PGA West security.
20. I have not experienced any issues with STVR. I think that the city has done a good job providing the hotline. I think that the laws and rules in place do a good job to keep things in line. What I don't like is companies being able to buy properties & making a business out of STVR. Companies should not be allowed to purchase and rent residential homes. Only residents should be able to rent. Either by owning a second or third home in the area or part timers renting their residence part time.
21. I haven't had the need to call the hotline, the STVR occupants have been respectful and property managers are quick to react to noise concerns. I haven't had any issues at all regarding STVRs
22. I honestly didn't think the situation could be this bad having moved from Palm Springs but it's become so unpredictably intolerable that we are considering selling.
23. I hope the City understands the importance of keeping the moratorium on new permits. The situation has improved but only because of neighbors having to police the bad behavior. I'm tired of hearing foul language, rowdy tenants, and trespassing onto private property like they own it. The City needs to stick to their commitment to protect their voting citizens against transient occupancy that destroys our neighborhoods.
24. I live here full time and hoped to have a 'neighborhood' experience, not a hotel situation with new neighbors every weekend - most either unaware of or uncaring about community rules and general civility.
25. I live in fear that the City will lift the ban and/or allow gradual opportunities for new permits. In those cases, many homes in my neighborhood would be converted to STVRs and I would have few permanent neighbors. What's a 'hood without neighbors? Got to have them, or LQ will develop a reputation of a party city, not good for families or old people.
26. I made sure to develop relationships with the STVR owners. I have only had to call the owners directly on 2 occasions and the issues were resolved immediately. Relationships are important and we certainly support STVR. We can see that STVR homes are better maintained and have done a lot to improve the overall appearance of the the Cove. I am not sure how to foster (better) relationships with the owners of the STVRs and the neighbors. Our STVR owners will often text to make sure we are pleased..

27. I think they should be in areas zoned for vacations or resorts. Visitors to the valley always seem to forget that there are full-time residents who have families, and though I appreciate them selecting the valley for their vacation, it can be difficult when trying to live the daily grind with tourists in the mix in residential neighborhoods.
28. I want real neighbors because it builds community. I want people to have real relationships with.
29. I want the City of La Quinta to pass a stricter ordinance reducing noise levels, street parking and further reducing the number of guests at STVRs. I voted to continue to allow STVR to help the City's finances, however, I feel the City should return the favor by reducing the impact to neighbors. I have a STVR on both sides of my house and some guests are good and others are not. I want more options for resolving these problems and I strongly feel the City should step up and assist residents.
30. I would rather not have them next door only because I feel uncomfortable and unsafe not knowing who it's going to be from day to day I've lived here for over twenty years and would rather be familiar with a permanent neighbor
31. It feels as if the city does not care about year round residents. When we have complained recently, the city assumed we were incompetent or didn't know what was really happening at the rental. Even with video and photo evidence, nothing was done. It feels infuriating.
32. It is so critical to maintain the moratorium. Things are relatively under control now, but if the number of STRs would increase, it would be chaos again.
33. Near my residence, since new licenses were not allowed when property sold, has significantly improved. However, a few are further up the same street and stand out like a sore thumb, specifically parking, driving speed and trash being left at community pools. Additionally amazing the city last fall was reported slim budgets, etc etc if Measure A passed, because of importance of STVR fees and tax. As a FT resident for 7 years don't appreciate political smoke and mirrors.
34. No, we just have one next door. No problems at all. Usually, families for weekends or a week. Very respectful and I imagine it rents for a lot.....so, all good people, no trouble makers!
35. Our friends in Nick Private had to move. A STVR was next door and every weekend it was party central.
36. Our neighborhood is extremely quiet regardless of STVR. The owners of the houses are in contact with all of us and we never have problems. The guests are always very respectful. We don't have any problems.
37. Overall, the complaints have come way down from the days of Pandemic. I do believe the threat of heavy fines has caused STVR owners to better brief their renters.
38. Please keep the ban permanently in place especially for places like the Cove where the density is tight. This is our forever home, we can't afford to move and during the Covid craziness it was pretty unbearable. Please consider keeping the ban in perpetuity and let attrition thin these out and give us back our neighborhood. Thank you.
39. Recording or video proof is an inconvenience and a call to the hot line should be followed up immediately. The city should be doing the policing not us!
40. Responding code enforcement officers, in our experience, are not fully informed of the codes and, therefore, unable to assist. We also noted that code enforcement officers tend to be biased in favor of STVR owners with whom they have a prior relationship... They, therefore, have a tendency to blow-off the complaining party.

41. Right now, my biggest complaint is the way the City of LQ and City Council promoted keeping the STVRs in their publications before the vote - it was so shady and worded so people were confused on how to vote. Other than that, my second complaint would be at this point there is not much follow up after I make my calls...almost non-existent.
42. Rules provided to owners for renters are completely ignored! Most renters ARE aware and could care less what 'the rules' are ...personal experience. Please put more training/or hiring of hotline personnel & provide a simple ordinance that issues heavy fines immediately after any offense has been broken within one year.
NOTE: The city has the same problem with recurrent non-compliant residents that violate vacant lot Maintenance ordinances!
43. Since the moratorium was imposed things have improved as we haven't seen any new renters at that house and our quiet block is back for now. With proper control and reasonable renters we don't have a problem with STVR's.
It's not a problem until it's a problem and when it's a problem it needs to be dealt with right now.
44. It's easy for people to say any number of things as to why we should "Tolerate" any issues.
I always reply "It's easy to say that when it's not happening to you".
Thank you
45. Starting to see large RVs parked on the street in PGA West during Coachella and Stagecoach. In one case, the sliding sides had been extended. In another case, people slept overnight in the RV and blocked our driveway.
46. STVR's do not belong in our neighborhoods. TC is working for LQ so the council should eliminate them in our private neighborhoods, but they don't care because they don't have the almost constant problems we have. They don't care how it affects our quality of life - all they look at is the dollar sign.
The hotline has been useless in having the noise settled in a timely fashion despite what the council says.
47. STVRs should not be allowed in the Cove where the General Plan specifically prohibits them. No new permits should be given to any STVRs in the non-exempt Residential areas of La Quinta. You didn't give the option of saying I know of both permitted and unpermitted STVRs near me. I know of both.
48. The 24/7 hotline only covers disturbances. The code enforcement number is not open on the weekends, which is when STRs are primarily occupied. This needs fixed.
49. The ban on new permits has stopped the growth of STVRs in our residential neighborhood and slowly there has been attrition.
50. The City boasts a decrease in reports of STVR problems -- I venture it is not because there are actually fewer problems, but because there are more residents like me who have given up trying to get results from calling the Hotline.
51. The city's 24/7 hotline does not respond. Also I have been made aware that I have been added to the chronic complainer's list when in fact I only call and follow the rules regarding STVR's set forth by the city.
52. The renters seem to have a resort expectation regarding their behavior. Dogs off lease and in the pool, kids using the private golf course as a playground, soccer field, sandbox, and dog park. Lack of general courtesy to residents
53. We are not in favor of additional permits for STVRs.

54. There has been improvement since 2020. Street parking is an issue from STRs. Also, trash is left by the curb by renters/cleaners for days before it is picked up. After trash is picked up the trash cans are then left in the street for days. Owners deny usage of the garage. Some owners/renters use garage as storage space. It is difficult to know if rental houses are permitted.
55. There should be greater enforcement of fines for noise etc., and some form of regular communication to make people aware of number of fines issued, cause of those fines and average amount of fine so that people are aware of downside, rather than the vague threat of fines. It could be displayed in each rental property as part of showing annual license i.e. "last year a total of \$x,000 fines were issued and paid for by renters. These fines were largely as a result of excess noise, noise after 10"
56. They should be banned all together or limit the number on the same street. Make the current ones go through a raffle to keep their license. The City is useless in trying to get someone out fast enough to stop the noise. We're tired of being the police to enjoy the quite enjoyment of our own home.
57. Totally agree with keeping ban in place. Zoning should be considered & residential should not be treated the same as tourist resort. We never thought this would be an issue when we purchased 17 years ago. We have given permission to responding officer access through our back yard. Do fear for retaliation when the people in the home causing the problem can see where said officer exits. Better acceptance of information & communication provided to the city from PGA WEST security.
58. Very generally, I feel uncomfortable when there are several transitory guests in the neighborhood. So many cars parked on the street— most if not all garbage and recycling bins filled beyond capacity.
59. We have STVRs in the area but they do not affect us, we had good friends who moved out of PGA West because of STVRs that affected them directly. It was sad at the time because no one wanted to deal with the problem. Hopefully the new rules will help new people.
60. You say call hotline, if I do I would actually like to see something done. I have the number on hand and will use it now. Time will tell if you actually want full time residents to feel safe and live comfortably. Do something if you get a call and not just SAY you will.

INCREASING STVR HOT LINE PROGRAM PARTICIPATION

According to survey results increasing public awareness on two current complaint mechanisms could increase the participation level of STVR neighbors in the Hot Line program. The survey asked participants,

- Would you submit an anonymous disturbance complaint?
- Would you provide signature verification of audio/video disturbance recordings?



79% of STVR neighbors said they would submit an anonymous complaint via the Hot Line. Assuming all 64% of residents living near an STVR who are experiencing disturbances would file a complaint, then 15% of residents currently with no issues would file a complaint when a disturbance developed if it could be done anonymously. This leaves 21% who would never ever file a complaint.

Comparing May 2023 and December 2020 Hot Line calls, residents disturbed by STVRs shows a 12% decrease in the number of calls. This lies well outside the margin of error. There is a potential 55% increase in the number of residents who say they would use the Hot Line if the disturbance complaint could be file anonymously.

30-Month Comparison of Hot Line Participation	Aware of Hot Line to Total Responses	Percentage of Disturbed Neighbors	Disturbed Neighbors Calling Hot Line	Filing Anonymous Complaint
May 2023	81%	64%	24%	79%
Dec 2020	66%	76%	36%	N/A

15% **increase** in Hot Line Program Awareness

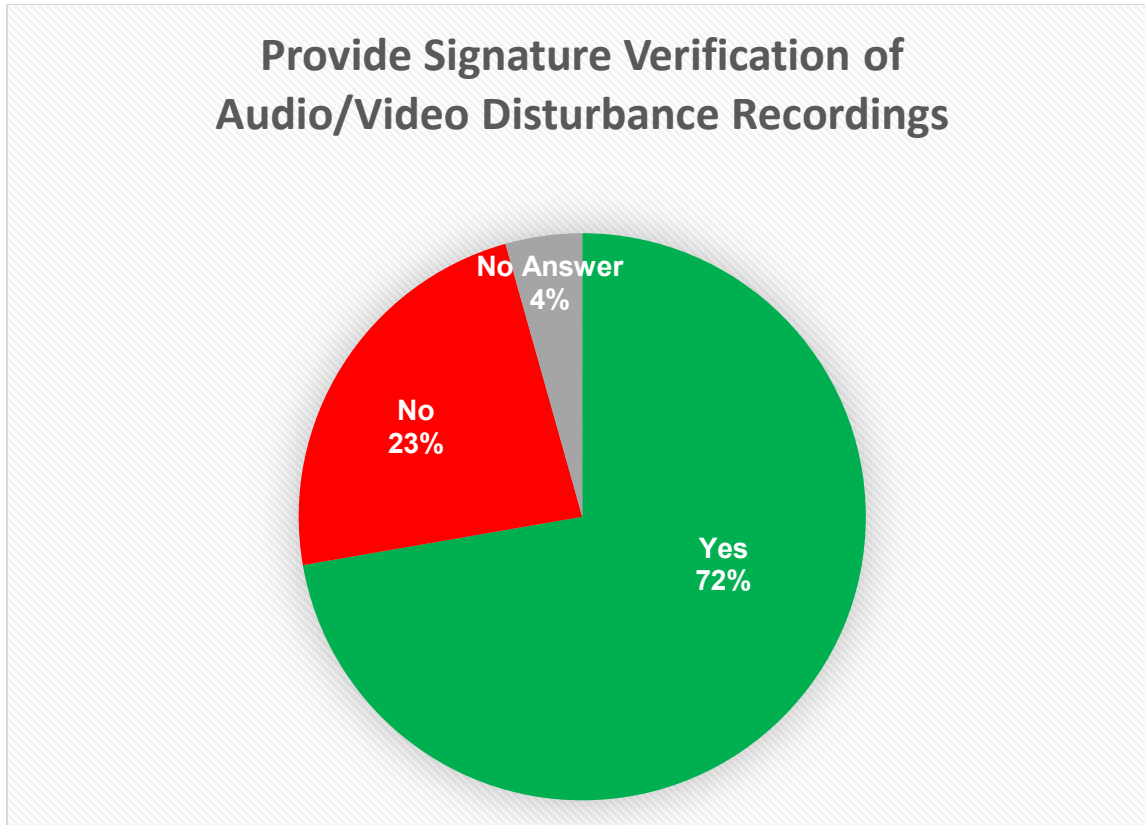
12% **decrease** in Neighbors Impacted

12% **decrease** in Hot Line calls by Impacted Neighbor

Increase Hot Line calls 55% with Anonymous complaints

No comments were solicited for this question, so there is no information available why residents would not submit an anonymous complaint.

To relieve code enforcement response time and reduce resident frustration that a disturbance has resolved itself by the time code enforcement arrives, the survey asks STVR neighbors, would you sign a disturbance complaint verifying the audio/video you recorded accurately represents the disturbance?



72% of STVR neighbors said they would verify disturbance recordings with their signature. This means 7% of the residents who would be willing to file a complaint anonymously would not be willing to validate the complaint with their signature.

There appears to be an opportunity to dramatically increase participation in the Hot Line program by raising the awareness of STVR neighbors in non-exempt residential communities that,

1. Disturbance complaints can be filed anonymously, and
2. Disturbances can be verified by audio/video recordings with a signature.

Attachment 1 – SURVEY TRANSPARENCY/CREDIBILITY

The N4N survey was developed and administered using the credibility and transparency standards of the American Association for Public Opinion Research (AAPOR)

The survey collected the demographics, experiences and opinions of La Quinta residents living near STVRs. The survey’s objectives were to,

- Evaluate how well the city’s hot line program is working.
- Quantify the participation level of residents impacted by STVRs in the hot line program.
- Identify areas where the hotline program could be improved.

For details on the survey’s analytics (confidence level, population size, sample size, and margin of error) see the Survey Analysis Process Attachment 2 of this report.

The total number of residents to take the survey is 458. For a 95% confidence level this sample size has a +/- 4.4% margin of error. For a 90% confidence level this sample size has a +/- 3.7% margin of error. The sample size is large enough the margin of error does not change significantly with confidence level.

The population size for this survey was estimated to be 5,250. Percentage of population to take the survey 8.7%. Percentage to take survey compared to email invitations, 10%.

American Association for Public Opinion Research – Standard Disclosure Form

Basic Disclosure Elements	Details
Survey Sponsor	N4N
Population Represented	La Quinta Residents Living Near a STVR
Number of subjects surveyed	Total responses - 458
Medium of conducting the survey	Constant contact website
How subjects were selected	Participation was Voluntary. Notice of survey availability was distributed by email
How the questions were asked	Self-administer
Type of sample (probability/non-probability)	Probability
Exact wording of all questions	Complete survey is included with this report
When and where the questions were ask	Survey was posted online from May 22nd through June 2nd
Survey actual margin of sampling error	+/-4.4% at 95% confidence level with 50% probable answer +/- 3.7% at 90% confidence level with 50% probable answer

The survey was developed starting with the December 2020 N4N survey. This approach was adopted to allow the identification of trends in the hot line program and changes in STVR impact on their neighbors between December 2020 and May 2023.

Survey questions were added to allow residents to express their opinions of the current Hot Line program and identify potential program improvements. To protect against questions being leading or biased the final survey draft was given to three reviewers not N4N members to evaluate and make any needed changes. A draft survey was provided to the city staff for recommended changes and edits. After the city staff's recommendations were incorporated the survey was tested with randomly selected people to evaluate the online survey process, question clarity, and verify the test could be completed within 5 minutes.

The final step before activating the survey online was to verify its credibility against the AAPOR credibility and transparency standards.

The survey was self-administered online to avoid any interviewer involvement, adding to the integrity of the survey questions and answers.

In an attempt to have as many La Quinta residents living near a STVR in non-exempt residential communities as possible participate in the survey the April 7, 2023 STVR permit list and N4N distribution list were integrated and sorted by street address. All addresses near an STVR with a valid email address were sent an invitation to participate in the survey. A total of 4,568 invitations were emailed.

For total transparency a blank survey is included with this report as Attachment 3.

Attachment 2 – SURVEY ANALYSIS PROCESS

A survey **confidence level** quantifies how confident one can be about the survey responses. A confidence level range between 70 and 99% is considered standard. Most researchers target either a 90 or 95% confidence level.

The **margin of error (MOE)** is the plus-or-minus percentage figure reported in newspaper or television opinion poll results. For example, if you use a margin of error of +/-4% and half of your sample (50%) picks the same answer, you can be sure that if you had asked the question of the entire population the percentage of the people selecting that answer would be between 46% (50-4) and 54% (50+4).

When you combine a 95% confidence level with a +/-4% margin of error you know the certainty if the entire population were surveyed that 95 out of 100 times the answer to the question will be between 46% and 54%.

As the percentage of the population responding with the same answer increases the margin of error decreases. For example, if instead of 50%, 90% of the population surveyed responded with the same answer the margin of error would decrease from +/-4% to approximately +/-2.5%.

There are three factors that determine the size of the margin of error for a given confidence level. They are sample size, percentage, and population size.

Sample size is the number of people who participate in a survey. The larger the sample size the more certain you can be that their answers truly reflect the total population. For a given confidence level the larger you sample size the smaller your MOE. The relationship between sample size and MOE is not linear, i.e., doubling the sample size will not halve the MOE.

When evaluating the sample size needed for a given level of accuracy you must use the **worst-case percentage** (50%). If the percentage answers are 51% and 49% the chances of error are much greater than if the sample was 99% and 1%. It is easier to be certain of extreme answers than middle of the road answers.

Population size is the number of people in the group your sample represents. Often you may not know the exact population size, this is not a problem. The mathematics of probability proves the size of the population is irrelevant when the sample size exceeds a few percent of the total population. This means that a sample of 500 people is equally useful in examining the opinions of a state of 15,000,000 as it would a city of 50,000.



NEIGHBORS FOR NEIGHBORHOODS LQ

Attachment 3 - SURVEY

visit us at <https://www.neighborsforneighborhoodslq.org/>
or email us at donald@neighborsforneighborhoods.org

Neighbors for Neighborhoods LQ (N4N) are developing relevant data on residents's impacted by STVRs. After consulting with La Quinta city staff, N4N is surveying residents in proximity to Short Term Vacation Rentals (STVRs) in order to:

- *Seek comments and experiences of residents who encounter STVRs in their neighborhoods.*
- *Identify any improvements to the current STVR program rules and regulations that should be considered.*
- *Inform residents of the 24/7 STVR hotline and evaluate how it is being utilized.*

You are receiving this survey because your La Quinta property is near an STVR. This confidential survey will take less than 5 minutes to complete. Individual responses will remain confidential and only summarized data will be shared.

* 1. What best describes you?

- Full-time resident
- Part-time resident
- Seasonal
- Other

2. Which La Quinta community do you reside?

- Acacia
- Bella Vista
- Cactus Flower
- Cove

- Desert Club Estates
- Desert Pride
- Estates at Happy Point
- Highland Palms Neighborhood
- Indian Springs Neighborhood
- La Fonda Neighborhood
- La Quinta Highlands
- Marbella
- Monticello
- PGA WEST
- Puerta Azul
- Rancho Ocotillo
- Santerra
- Sonrosa
- Sunflower
- Topaz
- Other

3. Are you aware of any STVRs located near your residence?

- Yes
- No
- Not sure/Don't know

4. If you answered "YES" to question 3 above, Are the STVR(s)?

- Permitted
- Unpermitted
- Don't know

**5. Have you experienced any of the following from the STVRs located near your home?
Please mark ALL that apply.**

- None
- Noise
- Safety
- Parking
- Trash
- Loss of sleep
- Overcrowding of guests, more than the home is intended to accommodate
- Trespassing, disrespectful of neighbors
- Loss of neighbors and friends
- Other

6. Are you aware the City provides a 24/7 hotline for reporting STVR complaints?

- Yes

Yes

7. Have you called the 24/7 hotline with an STVR complaint at any time in the past year?

Yes

No

___ 7a. If "Yes", How many times? (If "No", skip to 7b.)

Min = 1

1

2

3

4

5

6

7

8

9

10

Max = 10

___ 7b. If "No", why did you not use the 24/7 hotline to report a STVR complaint?

Was not aware of the 24/7 hotline

Situation has improved

No results from previous calls

Fear of Retaliation

Do not want to be a first responder

Concerned reporting may effect my property future value

Other

8. Would you submit an anonymous STVR complaint to the 24/7 hotline?

Yes

No

9. The City will only accept audio/video recordings of disturbances as evidence if the

9. The City will only accept audio/video recordings of disturbances as evidence if the witness agrees to attest to the validity of the recording. Would you be willing to do so?

- Yes
- No

10. Have you provided your opinions on STVRs to the City council with text, email, phone call, or spoken at a meeting within the past year?

- Yes
- No

11. Have you reported STVR complaints to the Riverside County Sheriff's Department within the past year?

- Yes
- No

12. What issues and/or concerns would cause you, or have caused you in the past, to call the 24/7 hotline? Please specify

0/500

13. Do you have any other comments regarding STVRs you would like to add?

0/500

Submit Survey

If you just opted in, you're consenting to receive marketing emails from: Neighbors for Neighborhoods LQ, PO Box 1571, La Quinta, CA 92247-9997. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. [Emails are serviced by Constant Contact](#)