



# Milpitas, California

## How Digital-First and Community-Focused Thinking Helped Milpitas Create Effective STR Compliance

75%

Response rate on the first two compliance letters

68%

compliance on the initial letter

Digital System

built from the ground-up to avoid paperwork hassles

40+

hosted properties

### OVERVIEW

When Milpitas, CA, saw an uptick in short-term rentals (STRs), it became clear that a new ordinance was needed to address concerns before they grew more prominent. With a digital-first mindset, the Planning department integrated Granicus host compliance tools from the earliest stages of ordinance development.

### SITUATION

For this thriving community, the growth of STRs required the creation of a new ordinance. Previously, Milpitas had not allowed short-term rentals. But with hotels the primary driver of tourism revenue for the city, as is the case for many cities, staff knew that Milpitas was missing out on revenue from STRs and set out to create ordinances and a program to meet this growing area.

### SOLUTION

True to the Silicon Valley spirit, Milpitas took a digital-first mindset to create both an ordinance that would be enforceable and a system that would make it easy for STR owners to file permits and staff to monitor. Working closely with Granicus' Host Compliance Solution team, the ordinance and enforcement systems developed in parallel.

### RESULTS

The new ordinance, combined with the increased community awareness and digital compliance tools, made an immediate change. Over 200 listings were brought into compliance in the initial weeks of the system's launch. More importantly, the digital-first mindset provided a backbone for future growth in the community and local STR market.

### MUST HAVE SOLUTION

#### Host Compliance

“ It shows that we can transition to online platforms and solve so many pain-points we normally run into with paperwork, signatures, payments, checks, cash compliance.”

- Avery Stark, Associate Planner, City of Milpitas