



Washoe County, NV

Creates Modern STR Compliance In an Established Market



494
calls to 24/7
hotline

84%
ID rate

600+
permitted STRs

78%
ordinance
compliance

OVERVIEW | Modernizing A Second Home Haven

A longtime haven for second homes and vacation tourism, Washoe County, Nevada, had a history of making residency ordinances with varying levels of success. When the County Board of Commissioners revisited the need to create new ordinances for short-term rentals in Washoe, they used Granicus' Host Compliance software to help identify listings and enforce new policies.

SITUATION | The Politics of Ordinance Building

The natural splendor of Lake Tahoe has long drawn tourists while being a popular location for vacation rentals and second homes. With the rise of short-term rental (STR) usage, Washoe County, Nevada, worked to create a new ordinance that respected the traditional and conservative approach to government involvement regarding rentals that had long been part of Washoe's history with the need to meet the modern demands of the STR market.

SOLUTION | Providing the Data to Increase Compliance

Even while developing the ordinance, Washoe County looked to Granicus' Host Compliance solution to ensure tools were in place to not only better understand the scope of short-term rentals in Washoe, but to help implement the ordinance. Granicus Host Compliance would play a critical role in collecting information from a county hotline where residents report potential non-compliant properties, as well as help identify properties while monitoring compliance.

RESULTS | Keeping Pace with a Changing Market

While the ordinance was not created to generate revenue, the impact of the new compliance efforts have provided funding for a new ordinance-related staff position and equipment to help in enforcement. Moreover, well-monitored Host Compliance has resulted in an uptick in compliant rental permits while encouraging potentially non-compliant owners to leave the market. The new ordinance has also allowed for expansion into building and fire code inspections for properties which were not regularly done previously.

MUST HAVE SOLUTION

Host Compliance

“ A lot of jurisdictions have this notification requirement that requires the responsible party be notified within 30 minutes of a complaint. The Granicus tool has helped us make that much easier.”

Chad Giesinger,
Code Enforcement
Planning Manager,
Washoe County