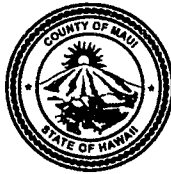


MICHAEL P. VICTORINO
Mayor

MICHELE CHOUTEAU MCLEAN, AICP
Acting Director



COUNTY OF MAUI

DEPARTMENT OF PLANNING

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January 18, 2019

Honorable Michael P. Victorino
Mayor, County of Maui
200 South High Street
Wailuku, Hawaii 96793

For Transmittal to:

Honorable Kelly T. King, Chair
Planning Committee
Maui County Council
200 South High Street
Wailuku, Hawaii 96793

APPROVED FOR TRANSMITTAL

Mayor

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Dear Chair King and Councilmembers:

SUBJECT: TRANSIENT VACATION RENTAL ENFORCEMENT (PC-11)

As requested at the Planning Committee meeting of December 6, 2018, we provide this written status report of enforcement actions relating to all forms of transient accommodations, including Transient Vacation Rentals, Short-Term Rental Homes, and Bed and Breakfast Homes.

The data referenced below comes from our working files and has not been independently verified. We are providing a general summary of our current information, which we acknowledge is incomplete and may contain some inaccuracies. Nonetheless, we hope this letter provides a useful snapshot, showing where we think we stand as of this month.

For calendar year 2018, 594 Requests for Service relating to transient accommodations were generated as of December 6th, of which 377 were for non-owner-occupied properties. Following these 594 requests, approximately 300 Notices of Warning were issued, resulting in 188 Notices of Violation. Fourteen violations were sent to the Department of the Corporation Counsel for collection and injunction. We collected approximately \$34,000 in fines.

Thanks to Council funding, we have hired LODGINGRevs to provide web-based enforcement assistance. It has taken months of work to help LODGINGRevs develop its product into a form that would work in Maui County's vacation-rental environment. The system is capable of doing the massive internet reviews that our staff does not have the resources to do. LODGINGRevs has been responsive to our needs, and our confidence in the accuracy of the new enforcement system has continued to grow. We have recently issued the first Notices of Warning based on the system. The NOWs tell the operators that, based on online advertising, we believe they are conducting unpermitted transient accommodations. They are also told they can have the ads removed and notify the Planning Department if they think we have incorrectly identified them as operating illegal rentals.

The LODGINGRevs work has been facilitated by limited-term appointments of two inspectors and an enforcement clerk that the Council has authorized. We hope the positions will be made permanent.

Honorable Michael P. Victorino
For Transmittal to
Honorable Kelly King
January 18, 2019
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We have identified about 19,000 vacation-rental ads for about 12,500 properties or units. About 85 percent of all vacation-rented properties are operating legally in apartments or condominiums, without needing permits, based on current zoning designations that include transient vacation rentals as permitted uses. We believe there are about 500 single-family homes offering illegal rentals, with about 200 of them already in our enforcement system and the remaining 300 soon to be subject to enforcement. There are 411 permitted transient accommodations in Maui County, including 271 Short-Term Rental Home permits, 130 Bed and Breakfast Home permits, and 10 Conditional Permits for Transient Vacation Rentals.

I hope this is helpful. If you need additional information, please feel free to contact me.

Sincerely,



MICHELE McLEAN, AICP
Acting Planning Director

xc: John Rapacz, Planning Program Administrator (PDF)
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