



Summit County, CO

used technology to enforce its short-term rental ordinance and boost compliance

2

member team managing STRs in a popular tourist area

78%

median email open rate for STR communications

\$1.6M

received in total payments in just one year

400

peacefully resolved STR complaints using 24/7 hotline

OVERVIEW

Summit County, CO is a popular resort town with the highest concentration of short-term rentals (STRs) in the country. With short-term rental management and communications software powered by Granicus, this small but mighty team increased compliance, collected valuable STR data, and made smart, data-informed updates to their ordinance.

SITUATION | COMPLIANCE AND COMMUNICATIONS

As STRs grew in popularity, the Summit County jurisdiction approved regulations and licenses and the county began using software to enforce its STR ordinance, which led to the use of Granicus solutions in 2020. Later – to improve communications with STR owners and property management companies – the department began using Granicus’ marketing and communications software. This unique software pairing allowed Summit County to launch a communications strategy that serves as an aid to help local STR hosts become more compliant by virtue of sheer awareness.

SOLUTION | REMINDERS AND REGULATIONS

By creating several relevant topics and subscriber lists, the two-person STR team has been able to quickly send targeted messaging to interested groups, which has alleviated unwanted outreach. The purpose of the communications is to help the STR community understand the regulations, which they hope will be reflected in compliance down the line.

RESULTS | EDUCATION AND ENFORCEMENT

Granicus software helped the county collect \$1.6M in total payments in just one year. Their 24/7 STR hotline helped the team peacefully resolve more than 400 complaints in 365 days. And the median open rate for the county’s STR emails is 78%, well above the average rate for government communications.

Above all, the software has helped Summit County better manage STRs, assess their effect on the community, and communicate with involved parties to make them an asset instead of a hindrance.

MUST HAVE SOLUTION

govDelivery

Host Compliance

“ The public wants to be compliant. They want to do the right thing. You can’t just have something on your website or in the paper and hope that people follow up. It’s important to communicate with the public – especially as a government agency – and govDelivery helps us do that.

Brandi Timm
Short-Term Rental Program
Coordinator