



Dustin Reich
VP Sales
(949) 701-0501
dustin@deckard.com

AUGUST 31, 2023

PRICE PROPOSAL

for the
City of **Coachella**, CA

SHORT-TERM RENTAL ("STR") INVENTORY, COMPLIANCE & ANALYTIC SERVICES

presented by



engineered by



CONTENTS

Executive Summary.....3

References5

Proposed Products.....6

Implementation & Training.....9

Pricing Proposal..... 10

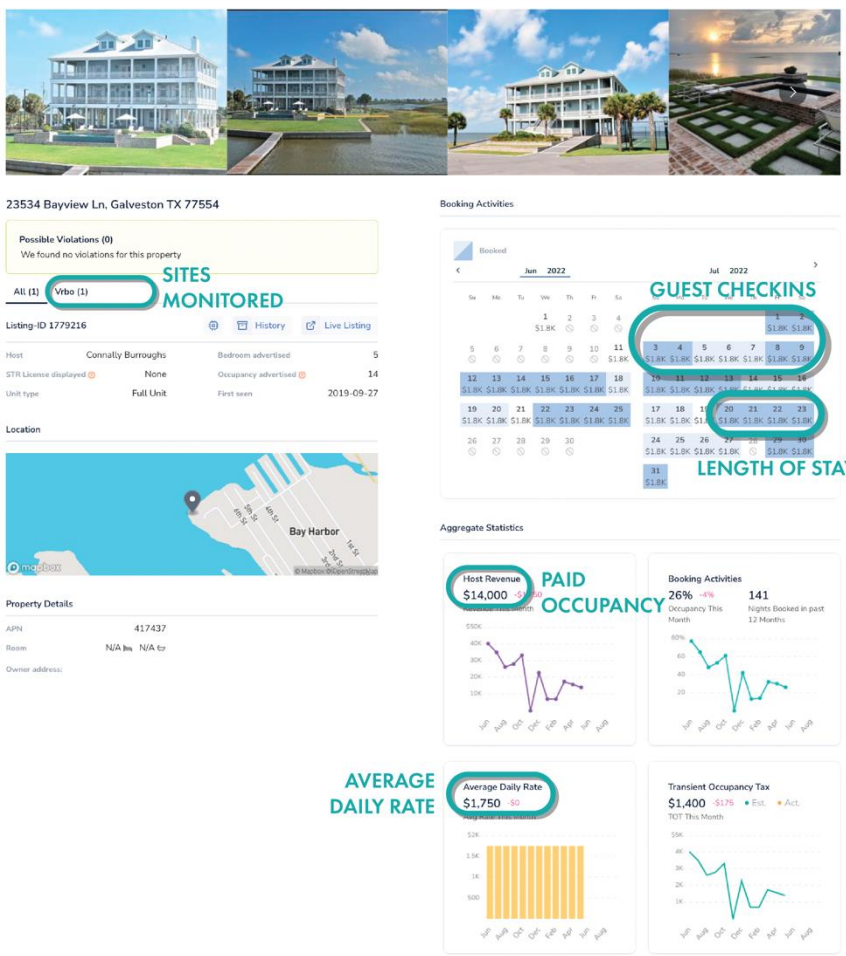
Optional products..... 12

EXECUTIVE SUMMARY

Rentalscope Short Term Rental ID & Monitoring Platform

Deckard Technologies utilizes data science expertise to assist local governments with managing their compliance activity and enforcement, such as short-term rental (STR) properties. Our technology ensures that everyone is held accountable to play by the same set of rules, follow all guidelines and ordinances, and pay their fair share of fees and taxes. To accurately track activity within the City of Coachella, the Rentalscope platform identifies the exact address of the STR listings within the City limits, enabling accurate display of STR activity within the City and within community districts. Rentalscope groups listings and calculates statistics on a per-property basis. By mapping the exact location of properties, Rentalscope avoids double-counting activity. Knowing the exact location of STR properties enables compliance, enforcement, tax collection and complaint management activities.

About Rentalscope



Deckard's Dashboard management platform for STR will discover, identify, and efficiently present all STR activity in the City of Coachella, using unique technical capabilities such as its proprietary future booking detection software, automatic non-compliance recognition, industry-best address identification.

Rentalscope is the only platform that shows upcoming rentals and bookings as they occur within 24 hours of the reservation being made.

This allows Rentalscope users to reach out to owners and hosts who are unlawfully renting and address any issues relating to these future rentals long before guests arrive, thereby eliminating disturbances, neighbor complaints and other common issues that often arise from illegal rentals.

FIGURE 1: Rentalscope Property card

Rentalscape maintains a database of every booking and stay made on all major platforms. Our system contains information dating back to late 2019 for every STR in the City of Coachella. All data can be viewed interactively on the Rentalscape portal with unlimited user access and downloaded on demand in Microsoft Excel format.

Rentalscape dashboard map view shows the exact location of all STR activity, includes districts as defined by the City and displays individual property information and aggregate statistics on a per district basis.

Rentalscape presents detailed STR activities including the precise address, owner information, booking history, availability and more. For each individual booking, the platform provides the actual date the reservation was made as well as the start and end date of each booking, ensuring that the City is able to distinguish back-to-back bookings. These insights are not possible to achieve by simply viewing the listings itself.

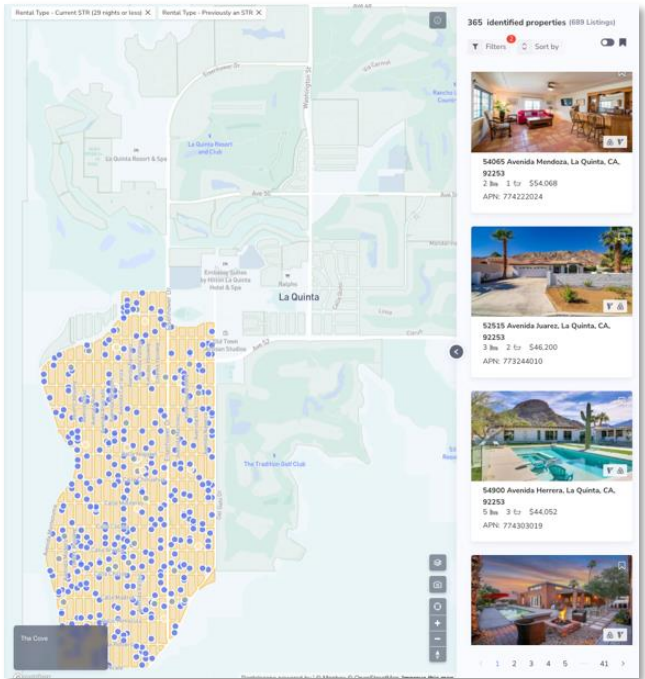


FIGURE 2: Rentalscape Map

In Summary

In every jurisdiction in which we are providing service we have increased compliance and improved tax collection. Our process starts with producing the cleanest data possible – ensuring reporting is accurate and compliance levels are carefully monitored. We have in-house property appraisers and STR property managers. We also regularly consult with City staff to ensure we are always up to date with the latest STR best practices. Our systems come with unlimited user access and unlimited end-user training. Our customers give testimonials regarding the ease of use of our systems and vastly superior level of customer service when compared to other providers in the market.

REFERENCES

We believe that **continuous innovation** is required to face the challenges of today and of tomorrow. We are proud of our achievements and solutions that enable cities and counties to manage short-term rental activities and to ensure local rules and ordinances are enforced for the betterment of local residents.

The following References are examples of successful partnerships between Deckard Technologies and its clients.

REFERENCES

- **City of La Quinta, CA**

Gil Villalpando, ASST. CITY MANAGER
gvillalpando@laquintaca.gov
760-777-7094
Rentalscape, Custom Services

- **City of Cathedral City, CA**

Sandra Molina, CODE COMPLIANCE
DEVELOPMENT MANAGER
smolina@cathedralcity.gov
760-202-2433
Rentalscape

- **City of Eastvale, CA**

Jhonny Terfehr, INTERIM COMMUNITY
SAFETY DIRECTOR
jterfehr@eastvaleca.gov
951-703-4482
Rentalscape

- **Santa Cruz County, CA**

Laura Bowers, CHIEF DEPUTY
AUDITOR/CONTROLLER
laura.bowers@santacruzcounty.us
(831) 454 - 2684
Rentalscape

- **City of Indio, CA**

Daniela Bolun, SENIOR FINANCE
TECHNICIAN
dbolun@indio.org
760-391-4073
Rentalscape

PROPOSED PRODUCTS

THE RENTALSCAPE PORTAL

The Rentalscape portal is a cloud-based system for City staff to track STR properties, monitor STR activity, manage STR permits and record information about properties. The data in the system is constantly being updated as new properties are discovered and address identified, as new permit applications are made and as permits are expired or revoked.

The Rentalscape portal displays information on all STR listings found within the City going back at least 12 months. We use US Census data to identify City limits and any parcels or listings within the limits are monitored. Rentalscape also tracks properties outside the City until they are accurately identified. On occasion, the STR listing estimated location for a property falls outside the City, but the actual location of the property once address identified is inside the City. Rentalscape displays:

1. Any permitted STR property
2. Any property with a currently live STR listing
3. Any property with historic STR listings
4. Any property with a future or past STR booking (even if the property currently does not have a live listing)

Rentalscape includes the ability to filter the properties displayed (e.g., only permitted properties, or only properties in a specific HOA), and to download all results. All data displayed is available for direct download from Rentalscape.

Information shown in Rentalscape for each property includes:

Property Characteristics

1. Property address
2. Owner name and mailing address
3. Ownership type (primary residence, secondary/investment property)
4. Property type
5. Number of bedrooms and bathroom at the property, per public records data
6. A map showing the property's location
7. Maximum occupancy per the City of Coachella ordinance

Listing Characteristics

8. Listing URL for each listing associated with each specific property
9. Listing ad ID for each listing associated with each specific property
10. Rental calendar showing current month's activity as well as past twelve months and upcoming three months booking activity (calendars update daily)
11. Rentalscape clearly and easily differentiates between regular bookings and host-blocked dates that are not revenue-generating
12. Host name (when available)
13. Stay limitations (minimum/maximum)
14. Permit/license number if included in the listing
15. Daily Rental rate at time of booking
16. Rental frequency
17. Individual links to all active listing for the property
18. **PDF copy of each listing, as well as a history of all previous versions of the listing**, to identify any possible changes, as well as keep a record in case the listing is taken down by the host. Each image has a date-stamp showing when it was created and is kept indefinitely.
19. Rental type (Whole home, shared home)
20. Bedrooms and bathrooms advertised
21. Maximum occupancy, per listing

Estimated Sales Tax Based on Rental Activity

22. Occupancy rate
23. Estimated rental income
24. Estimated tax

Rentalscape is configured to match the City's ordinance and is capable of flagging violations following the City's exact rules, including but not limited to permit registration and occupancy advertised versus permitted occupancy. Rentalscape looks for bookings less than 30 days when flagging STRs. When bookings longer than 30 days are created, these are correctly categorized as long-term rentals and do not cause a property to be treated as an STR.

Rentalscape actively monitors permit status and STR listings daily, flagging violations as they occur. We have encountered situations where other providers have flagged properties as "no longer listed" or "only performing long-term rentals", that later re-list or take a short-term booking, and are subsequently missed by these other vendors as violating the City ordinance. **Rentalscape continuously monitors every listing every day** including bookings up to a year in advance. As soon as an unpermitted booking is taken, Rentalscape sets a violation.

Rentalscope includes a **Dashboard** that provides an overview of all STR activity in the City. This Dashboard includes aggregated revenue, bookings, and property data, and highlights top-earning hosts and owners as seen below. Please note that some charts will not be activated until we go live in the City of Coachella.

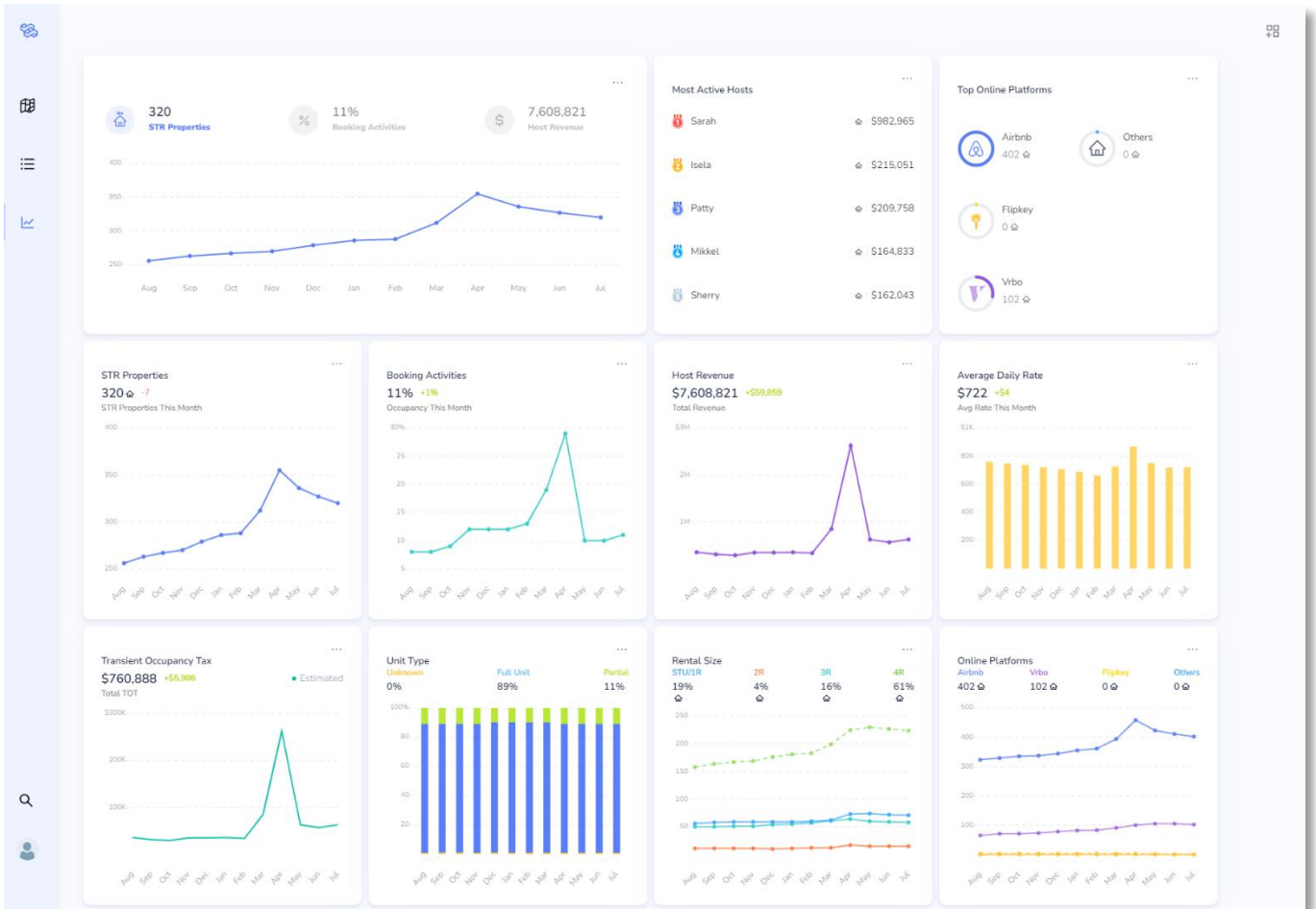


FIGURE 3: Rentalscope the City of Coachella Dashboard Example

IMPLEMENTATION & TRAINING

Implementation is on your timeline!! Upon Contract signing, Deckard will assign the City of Coachella a Dedicated Account Manager, who will work with the City to develop “best practices” based on Deckard’s experiences with other clients. The account manager will ensure that the implementation process proceeds smoothly and will be the main point of contact for any questions, suggestions, training, or concerns. The account manager will also participate in periodic calls with City staff as requested.

And since Rentalscape is Cloud Based, no hardware or software is installed!

Most jurisdictions have been up and running with Rentalscape within a couple weeks with Address Identification complete within 4 weeks of receipt of the permit and listing data.

Sample Timeline



FIGURE 4: Sample Timeline for Rentalscape

PRICING PROPOSAL

Currently, Rentalscape is showing close to **749 live STR listings in the City of Coachella**. Based on the number of live STR listings, we estimate there are **450+ short-term rental properties in the City**, advertised on one or more platforms.

While other providers charge a recurring identification fee annually, Deckard Technologies only charges an identification fee once when the property is initially identified. In addition, we only charge fees on a per property, not per listing, basis. Since a single property can have multiple listings, we feel it is unfair to charge fees based on listing count. Finally, we do not charge one fee for compliance monitoring and another for rental activity monitoring as, in our view, these are the same service.



IDENTIFICATION, MONITORING & REPORTING	PRICE
<ul style="list-style-type: none"> ● Identify property address ● Identify property owner address ● Estimated 450 properties ● 10,000+ Websites monitored Daily, worldwide ● Daily Monitoring of all Calendar Activity ● Real-time Reporting of all New Listings ● FutureCast™ - Identify future bookings as they are made on the rental platform ● Automatic identification of violations 	\$14,750 Annually
OUTREACH CAMPAIGN	
<ul style="list-style-type: none"> ● Letter campaign to inform STR owners/hosts about tax requirements and procedures ● All letter templates will receive City approval pre-campaign ● Campaign includes one Introductory letter and two additional escalation letters 	\$3,500 Annually
STR REGISTRATION PORTAL	
<ul style="list-style-type: none"> ● Online, intuitive portal for registration and renewal ● Fields customizable to meet City needs ● Pursue delinquent payments from hosts ● Provide daily reports on new and modified permits 	\$5,000 Annually
TAX PAYMENT PORTAL	
<ul style="list-style-type: none"> ● Easy to use online tax payment portal ● Configurable tax, late fee and interest rates on a per-property basis ● Provide daily reports on tax payments and remittances to the City 	\$5,000 (OPTIONAL)
COMPLAINT 24/7 HOTLINE & ONLINE FORM	
<ul style="list-style-type: none"> ● 24/7 US based bi-lingual Call Center with live agents – Basic (see Pg 12 for Detail Information) ● Online complaint form (Complaint Form only \$2,000) 	\$4,500 Annually
CONSTITUENT PORTAL	
<ul style="list-style-type: none"> ● Public facing portal (Link placed on Jurisdiction’s website) ● Permit Data and Responsible Party contact info for STR Property (Standard) 	\$5,000 (OPTIONAL)
FORECLOSURE/VACANT PROPERTY REGISTRATION PORTAL	
<ul style="list-style-type: none"> ● Maintain Online Property Registration ● Proactively monitor foreclosure filings, etc. ● Notify responsible party of registration requirements 	\$100 per property (OPTIONAL)
REPORTING & ANALYSIS	
<ul style="list-style-type: none"> ● On Demand, Dynamic reporting, offering multiple ad hoc reports ● Filters allowing users to focus on specific segments of the STR population 	INCLUDED
DEDICATED ACCOUNT MANAGER	
<ul style="list-style-type: none"> ● Single Point of Contact for City staff for all matters ● Ensures the City is following Industry best practices ● Shepherds the implementation process from start to finish ● Periodic meetings/calls throughout the life of the account 	INCLUDED
UNLIMITED ACCOUNTS & TRAINING SESSIONS	
<ul style="list-style-type: none"> ● No limit on the number of Rentalscope user accounts ● No per-session training costs 	INCLUDED
TOTAL YEAR ONE	\$27,750

NOTE – Pricing valid for 90 days

NOTE 2 – Co-operative contracts available. Additional Information available upon request.

OPTIONAL PRODUCTS

STR Registration and Renewal Portal is a configurable system that is customized for each client branding, custom fields such as occupancy rules specific to the City (e.g., occupancy limits, bedroom counts), collection of documents as required for the STR registration process, STR registration approval portal, configurable STR permit pricing and expiration, collection of any STR permit fees, regular reporting, allows for renewals and updates.

24/7 Complaint Line & Online Form is available for fielding complaints raised by the public related to short-term rentals. The Complaint Line is a 24/7 Live US based Call Taker environment. The Call Taker collects the appropriate information (ie address, property owner, type of incident, date of incident, etc) and contacts the designated City contact. Hotline services are offered at 3 different levels:

Basic - Standard call flow. Information is taken and forwarded to the City. Calls are referred to the appropriate staff without follow up required.

Classic - Call Center will contact the local contact when information is available (permitted properties), notify them of the complaint then forward the information to the local City contact.

Premier - Premium call flow. Dispatcher will attempt to get a complaint resolution. The local contact can be contacted up to 3 times before referring caller out to appropriate staff.

Rentalscape Online Complaint Form is also available. Neighbors can report and provide evidence for non-emergency concerns. The Complaint Form is customized with your logo. All complaints are logged and reported to the appropriate staff/department.

Tax Payment Portal can be utilized to collect taxes from STR operators on a monthly, quarterly, or yearly basis. The Rentalscape Tax Payment system collects information regarding the number of nights available for booking, and the number of nights booked. The system is customized for each jurisdiction and includes automatic calculation of tax due based on the City's tax rate, automatic calculation of late fees and penalties, and the ability to apply leniency on a per-property basis for late fees should it be required. The Rentalscape Tax Payment system utilizes Stripe payment processing that allows for payment by credit card or by ACH payments. Payments are directly remitted to the City. The system generates nightly reports that are delivered to the City, allowing for easy reconciliation of transactions. This system reduces the manual work required when processing paper forms.

Letter Campaign for STR Hosts - Rentalscape will create and send letters to all Identified STR hosts/owners explaining the City's STR ordinances, requirements, and process. The letter templates will be approved by the City staff prior to beginning the mailings. Rentalscape's targeted letter campaign, timed to generate best results, have shown great efficacy in cutting the number of unregistered hosts by over 50% within the first six months of a new client engagement.

STR Constituent Portal – The Constituent Portal is an interactive public online map for publication of all registered short-term rentals within the City. The exact information on the map can be configured to meet the City's needs and includes information such as the property owner and emergency contact information. The portal is branded with the City's information and can include links to systems such as the short-term rental registration system.

Foreclosure/Vacant Property Portal helps government agencies combat blight created by vacant and foreclosed properties! By identifying at risk vacant properties and contacting the responsible party, Rentalscape helps you carry out enforcement to increase compliance with Vacation Property Ordinances.