

## COVER LETTER

Mayor Evans and City Council Members,

Neighbors for Neighborhoods (N4N), a group of La Quinta residents, is respectfully submitting a VISION FOR LA QUINTA report and recommendations. This VISION proposes an integrated plan to reinvigorate the post COVID economy by developing the Silver Rock Resort and Signature at PGA West, replenishing our depleted housing inventory and solving the “nightly” Short Term Vacation Rental (STVR) problem.

The VISION’S recommendations follow the La Quinta historically successful model of building residential homes and then businesses will follow. These recommendations used inputs from the Ad Hoc STVR Committees final report, an N4N survey, lessons learned from other cities and HOAs, and additional facts and data.

The Survey was carefully developed using the credibility criteria of the American Association for Public Opinion Research. The survey sample size was 632 residents from 21 La Quinta communities with voluntary participation. The survey results paint a much different picture of residents’ angst and anger over “nightly” STVRs than depicted by the number of citations that code enforcement has served. The thousands of residents this survey represents will not go away until the “nightly” STVRs problems created in residentially zoned neighborhoods are addressed by setting a minimum rental period.

Thanks to all of the N4N’s members who volunteered their time during the holidays to make this report possible. Completing this report was made even more challenging by the COVID stay at home order. However, N4N was determined to overcome all of these obstacles to shine a brighter light on the “nightly” STVR problems and propose a solution unique to La Quinta that benefits all parties involved. During the City Council deliberations, the data and recommendations presented in this report will be extremely helpful in making a totally informed decision.

Please extend the moratorium until a city ordinance can be implemented addressing the “nightly” STVR problem. During your deliberations think about your residents and their neighborhoods first, this is the foundation that makes La Quinta the Gem of the Desert.

Respectfully,

Neighbors for Neighborhoods

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