



The City of San Diego

Staff Report

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TO: City Council

FROM: Elyse W. Lowe, Director of Land Use and Housing Policy, Mayor Kevin Faulconer

SUBJECT: An Amendment to the City's Municipal Code and Local Coastal Program to impose a license requirement and operating regulations for Short Term Residential Occupancy including hosting platforms and repeal regulations for Bed and Breakfast and Boarder Lodging

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Council District(s): Citywide

OVERVIEW:

The City of San Diego proposes to establish regulations within Chapter Five of the San Diego Municipal Code (SDMC) to clarify and define short term residential occupancy (STRO), require annual licenses for whole home STRO, establish limits on the number of licenses a natural person may be issued, require a Neighborhood Use Permit for any STRO with five or more bedrooms, and create a registration process in order to track, manage and enforce all aspects of Short Term Residential Occupancy, including home sharing.

STRO is defined as the occupancy of a dwelling unit for less than one month. The proposed regulations require whole home STRO to obtain an annual license and allow for home sharing to occur without an annual license unless it involves a dwelling unit with five or more bedrooms. The regulations include a requirement for a three-night minimum stay in dwelling units within the Coastal Overlay Zone and the Downtown Community Plan. The limit on the number of licenses does not apply to Mission Bach, however all other regulations do apply.

The proposed ordinance differentiates between whole home for which a STRO license is required and home sharing, which does not. Home sharing is defined as occupancy of the host's primary residence while the host is physically present and residing in the primary residence during each day of the STRO. Whole home means occupancy of the host's entire dwelling unit while the host is not physically present and residing in the dwelling unit during each day of the STRO.

The proposed STRO regulations are amendments to Chapter Five of the Municipal Code, Public Safety, Morals and Welfare. By requiring STRO licenses and regulations, the City creates a process by which residents of the City can legally provide a service to the visitors of San Diego while at the same time protecting the integrity of existing neighborhoods. The proposed amendments repeal the Bed and Breakfast regulations, as well as Boarder and Lodger regulations. The regulations also establish a mechanism to cite, suspend or revoke the license of hosts not following the City's regulations. Regulations for the hosting platforms (Airbnb, VRBO, and those that provide payment/reservation services for a fee) are also proposed to require that hosting platforms exercise reasonable care to ensure a host using the hosting platform is properly licensed by, and registered with, the City of San Diego.

The intent of the STRO regulations are to help preserve the availability of long-term rental housing by limiting the maximum number of STRO licenses that any natural person can be issued to two; protect the livability of residential neighborhoods through Good Neighbor policies; and allow the diversification in economic opportunity that Short Term Residential Occupancy enables, both for hosts and for guests. The intent of the regulation for the hosting platforms is to ensure that hosts are properly licensed and registered with the City and that taxes and fees are being assessed and remitted to the City.

From a land use perspective, the City of San Diego has traditionally considered occupancy of a dwelling unit to be a residential use, regardless of the length of the occupancy. While short term residential occupancy of single and multifamily dwelling units continues to be a residential use and not a commercial one, the proposed STRO regulations do recognize that shorter term occupancies can have negative impacts on the neighborhood and the proposed regulations are intended to address those impacts.

PROPOSED ACTIONS:

- Introduction of the ordinance amending the City's Municipal Code and Local Coastal Program to regulate Short Term Residential Occupancy as described in the staff report.
- Introduction of the ordinance amending Chapter 1 of the City's Municipal Code to provide City Departments the ability to issue administrative subpoenas to obtain necessary documents and other evidence to ensure compliance with the Municipal Code.
- Approval of the establishment of a fee for a Short Term Residential Occupancy License.
- Approval of the establishment of a new Affordable Housing Impact Fee.

BACKGROUND:

San Diego has long been a desired tourist location and this is demonstrated by the significance of tourism to the regional economy. The sharing economy has challenged the status quo of residential occupancy and brought forth significant change in how occupancy occurs. For many years now, San Diego has seen a steady growth of residential occupancy over short periods, versus the historical longer-term occupancy of a dwelling unit, traditionally one month or longer. Often facilitated by peer-to-peer websites such as VRBO.com and Airbnb.com, such a change in the length and duration

of residential occupancy has become even more significant as technology has enabled the ease of sharing dwelling units as lower-cost visitor accommodations for STRO.

After high tech and military, San Diego's third largest economic driver is the convention and tourism industry. As one of the top ten destinations for leisure or business, San Diego has 35 million visitors per year. Many visitors desire to try out the San Diego "experience," living like a local within a neighborhood by staying in homes like a local resident. In addition, during events such as Comic Con when hotels are nearly 100% occupied, STROs are popular as low-cost visitor accommodations. It is evident that a STRO is a popular model for both hosts and guests. Airbnb San Diego boasts 10,000 listings in San Diego County. It is unclear how many of these listings occur in homes where the owner is present (home sharing), and exactly how many are whole home with no host present.

BENEFITS AND CHALLENGES:

The benefit or burden of STRO to communities and residents is somewhat difficult to quantify. Advocates for STROs cite economic benefits to local business owners, with many rental hosts using the hosting platforms to access the booking service in order to supplement personal income. While STROs provide hosts with a direct financial benefit and a benefit to the City and community to some degree by generating significant Transient Occupancy Tax (TOT) revenue, concerns about impacts from the hotel industry and negative impacts to the character of residential neighborhoods have been raised.

Cities play an important role in shaping the livability of neighborhoods, and STROs have the potential to both positively and negatively affect neighborhoods. On the positive side, visitors bring income to a neighborhood, both through payments to STRO hosts and by potentially patronizing neighborhood businesses. Conversely, short term rental guests do not always exhibit good neighborly conduct when whole home STRO is occurring. As short term rentals occur now more frequently, complaints (regarding noise, trash and other public nuisance violations) to the City from neighbors have risen, and requests for additional police and code enforcement are in demand in order to remedy the nuisances that some have attributed to STRO, particularly whole home rentals.

San Diego is facing a housing shortage, as well as a lack of affordable housing. Over the past decade, population growth has averaged 1.2 percent per year, more than double the rate of housing growth at 0.5 percent per year. There are approximately 529,000 dwelling units in the City of San Diego. Within the City of San Diego, of the total housing inventory, 64% is owner-occupied and 36% renter-occupied (American Community Survey, 2010). The City of San Diego's future housing need is estimated to be 150,000-220,000 units by 2028. The number of dwelling units that function as year-round short term rentals is estimated by Host Compliance to be approximately 1,500 units.

While San Diego specific data has not been made publicly available by the platforms in the short term residential marketplace, there are some external websites that can scrub platform listing data and aggregate the info for market analysis. One such aggregator, Host Compliance¹, estimates that online platforms have as many as 11,347 non-duplicitous listings for STRO in San Diego during the year 2017. Xpera Group (Attachment 3), a local real estate and economic consulting firm, estimated the number of whole home rentals as 5,000-7,000 in 2017. Host Compliance estimates 79% of the

¹ It is acknowledged the Host Compliance and Xpera reports represent slight variations in data sets from each other and from what is proposed by the City.

11,347 unique active listings in December 2017 were whole home rentals, but that sixty-two percent (9,056 dwelling units) had less than 30 days of rental activity per year. It also showed that almost 60% of the December 2016 listings were no longer listed online, and that 64.8% of the December 2017 listings were new within 2017. Host Compliance data (Attachment 2) shows geographically, 50% of the listings are in Mission Beach, Pacific Beach, Downtown and the La Jolla community planning areas.

Analysis of the Host Compliance data brings forth the following conclusions: the number of listings available under 90 days implies there is a seasonal nature to the market; the percentage of listings that home share is significant (over 20% of all listings); that market growth is transitional with host turnover and that effective enforcement of the regulations will require constant monitoring and analysis for the City to determine the impacts of the proposed regulations on the residential marketplace.

Based upon review of ordinances from other jurisdictions and decisions of the California Coastal Commission, input from members of the community and industry stakeholders such as Lodging Industry Association, American Hotel Lodging Association and organized labor, combined with the desire of the Mayor to create meaningful regulations, the result is a significant compromise from previous proposals. It is clear from the variety of stakeholders that no single policy can best meet the individual needs of every STRO host, every neighbor, every community, lodging industry organization, or every platform. The proposed regulations are a detailed attempt to strike a balance recognizing both the benefits and challenges offered by STRO for all San Diegans.

REGULATIONS:

Overview

The Mayor's proposed STRO regulations restrict STRO; require an annual license for STRO when the host is not physically present during the guest stay (whole home); and allow STRO when a host is physically present during the guest stay in his or her primary residence without a license (home share). The regulations also require home share hosts to register with the City. It also requires all hosts to secure a transient occupancy tax (TOT) certificate; comply with the existing TOT code by paying TOT monthly; pay an Affordable Housing Impact Fee; obtain a Neighborhood Use Permit for the STRO of all dwelling units with five or more bedrooms; include the TOT number on all advertisements; and comply with Good Neighbor provisions such as posting local contact information on the property for neighbors to connect with the host or other responsible party, who shall respond to disturbances within one hour.

Several members of the Council have also demonstrated support via memo and prior public hearings to allow STRO when no host is present. A host is defined as a natural person who has the legal right to occupy the dwelling unit and to allow STRO. A natural person is defined in the dictionary as a human being. When a host is not present, the STRO is classified as whole home rental and this activity requires a license. To regulate the number of listings of whole home rentals, and to limit the number of commercial operators, the regulations propose to allow up to two whole home licenses per host, one of which is the host's primary residence.

A maximum of two licenses can be issued to a host, one for the dwelling unit that is their primary residence and one additional license for a secondary dwelling unit. The license for whole home

STRO as the primary dwelling unit only allows for STRO of less than six months. Whole home STRO for more than six months disqualifies a dwelling unit from being a "primary residence".

The regulations do not distinguish between owner or renter, as a host of a STRO may be any natural person who is the property owner or anyone with permission from the property owner to occupy or manage the dwelling or the room being rented. If a host does not have a primary residence in San Diego, or does not intend to rent their primary residence as a whole home rental, that host can only have one STRO license.

For the most part, a primary residence may be used for home sharing year-round without a license unless the home share involves a dwelling unit with 5 or more bedrooms. The City will create a registry to track home share, but a license for home share is not required to operate a STRO unless it is five or more bedrooms. The City will require home share hosts to register with the City in order to have a tracking mechanism for all STROs. In the case of a home share, by definition the host is physically present during the time of the rental, which is often the best means to deter and prevent noise and other disturbances. During home share, the primary resident must be physically present on the premises during each day of the STRO. Data provided by the Code Enforcement Division (CED) indicated that 51 total complaints were received by CED regarding STRO in FY 2017; 32 of which were to report a STRO was occurring at the premises. Of the total complaints, only eight were specific to STRO in a home share situation. Onsite hosts regularly mitigate trash and noise issues due to their continued presence at the STRO location. Based on the types of complaints received, the City estimates home sharing will not create the same enforcement burdens as whole home STRO, and thus a STRO license is not required for home share. If it is found that a home share host is not regularly present during a short term rental, the City can take action against the host to ensure compliance with the code.

Each host has the right to obtain up to two STRO licenses, one of which must be a host's primary residence. Concerns have been raised regarding potential impacts to San Diego's housing stock when dwelling units are used for STRO instead of long term residential occupancy. A person with a primary residence in San Diego is not displacing a dwelling unit from the long term residential market as the unit is his or her primary residence. Support from Council with regards to allowing STRO in a primary residence has been documented in several public hearings and is addressed in the regulations by allowing primary residents to utilize their dwelling unit for part of the year for STRO, through whole home or home share STRO.

Previous attempts by the City to pass STRO regulations in multiple public hearings since 2015, while not successful, have served to provide open discussion and intense public debate and discourse over the past few years. Councilmembers at public hearings have voiced support for unrestricted home sharing. Home sharing does not displace residents because by definition the host physically resides on the property during the STRO, and it allows for hosts to economically benefit. The community feedback received by the Mayor's office over the past several months indicates willing support for STRO to occur while the host is present, also known as home sharing. A December 2017 Host Compliance report (Attachment 2) estimates 79% of the STRO are whole home rentals, and 21% is home share. It is with this intent the regulations are permissive of home sharing, and do not require an annual STRO license, only registration with the City.

Three-night minimum

The Mayor's STRO proposal mandates that any whole home STRO in the Coastal Overlay Zone (Attachment 7) or the Downtown Community Plan Area (Attachment 6) require a three-night minimum for whole home STROs. The three-night minimum does not apply to home share in any location. A recent review of online listings on VRBO demonstrates three-night minimums are particularly commonplace for STROs in the coastal area. The three-night minimum is proposed in response to disturbances by guest frequency in whole home STRO. The noise of people moving in and out is lessened and allows additional time for guests to become familiar with parking and trash regulations. By requiring three-night rentals, the intent is to reduce problems and disturbances associated with single night occupants' daily turnover in the most impacted areas.

The combination of coastal and Downtown areas have the highest number of STRO listings, according to online data aggregators Host Compliance. By requiring a three-night minimum stay in these areas, one or two-night visitors are more likely to stay at local hotels or other visitor accommodations, thereby reducing the problems associated with daily or near-daily turnover. This is important as the proposal seeks to strike a balance with the demands for low cost visitor accommodations in the coastal and the metropolitan Downtown areas, where demands for visitor accommodations are high. The Coastal Commission has certified Local Coastal Program amendments with three-night minimums in other jurisdictions.

Good Neighbor Policy

In order to facilitate neighborhood quality of life, hosts will be required to provide guests with a Good Neighbor policy designed to make the guest familiar with trash, parking and other rules of conduct that promote neighborhood cohesion and livability. The Good Neighbor policy shall inform guests they are expected to abide by all laws, be respectful, and maintain the residential character of the neighborhood. It also includes information regarding the maximum number of occupants and the City noise limits. The Good Neighbor policy must remind guests that violation of the noise ordinance can result in individual administrative citations to both the guest and the host, of up to \$1,000. The Good Neighbor policy will inform guests that if the police are called to address disturbances, health, safety, or general welfare issues, the STRO guests may be responsible for repayment to the City for the cost of the police response.

Local Contact

A critical component for enforcement of the regulations is the requirement of local contact available to respond to neighborhood disturbances within one hour. All hosts, for home share or whole home rentals, must post a notice in a visible location (from the sidewalk or public right of way) contact information for a designated local contact who shall be responsible for actively discouraging and preventing any nuisance activity at the premises, pursuant to Municipal Code Chapter 5. The host or designated local contact shall respond to the complainant in person or by telephone within one hour for all reported complaints, and shall take action to resolve the issue.

The 8.5" x 11" notice must include the Transient Occupancy Registration Certificate number (currently required by SDMC Chapter 3, Article 5 to be posted in a conspicuous location), and the contact information and telephone number for the host or the designated local contact and the City of San Diego Code Enforcement Division. The host shall maintain the notice in good condition while the dwelling unit is operated for STRO.

Mission Beach

With its unique peninsular geography, high density units sandwiched by the Pacific Ocean to the west and serene Mission Bay to the east, Mission Beach (Attachment 5) has long been a haven for

STRO. Mission Beach is also the home of Belmont Park, an iconic and historic amusement park with a 1920's restored wooden roller coaster, a historic pool, many carnival rides, games and food and beverage establishments, is a prominent tourist destination in San Diego. While there are a number of permanent residents who make Mission Beach their home, a large percentage of the dwelling units in the area have been a combination of monthly and weekly STRO for decades. It is important to note there are no hotels or motels in south Mission Beach, and therefore, the only visitor accommodations in south Mission Beach are STROs. There are more STROs listed in Mission Beach than any other community, according to Host Compliance. There are two hostels and only two hotels in Mission Beach proper; they are all located in north Mission Beach. Excluding STRO of private dwelling units, there are mostly resort accommodations in the Mission Bay area near Mission Beach including but not limited to the Bahia, Hyatt Regency, Paradise Point, and the Dana Inn.

A widely known rental model in Mission Beach is a combination of short term and long-term rental; nine months or longer during the fall, winter and spring, and weekly during the summer. Due to the limited visitor accommodations in one of San Diego's most unique and coveted beach areas, the STRO regulations propose to exempt hosts in the Mission Beach community from the maximum number of two licenses, and to allow hosts unlimited licenses for STRO in this geographic area.

The City analyzed available data regarding private property ownership, within Mission Beach. It was found of the 1,992 total residential property owners - roughly 1/3 - own two or more units. Three hundred and nine property owners have three or more units in the Mission Beach neighborhood. The intent of regulations is for STROs to continue to occur in this area where the demand is high for vacation rentals and has been so historically for decades. Hosts in Mission Beach are not exempted from the remainder of the proposed requirements, such as the Good Neighbor policy.

A restriction on STROs in Mission Beach could have an adverse impact on public access and visitor-serving opportunities in this area. STROs have historically provided and continue to be an important source of visitor accommodations by increasing the available supply of overnight accommodations. STROs provide amenities that distinguish them from other types of overnight lodging such as hotels and may make them a more affordable option for overnight stays on the coast, particularly for groups and families. STROs also provide a visitor experience that is unique and different from a standard hotel/motel, and the dwelling units are situated in close proximity to both the ocean and the bay, an experience that is very exclusive if greatly restricted from the current conditions where the rentals are widely available. By restricting the number of STROs in Mission Beach to a host's primary resident plus one more, the likely result would be that STRO accommodation in that area would be greatly limited, and that it may no longer be an affordable option for visitors and families. With the large number of owners with multiple properties in Mission Beach proper, the intent is to allow the existing conditions to continue in Mission Beach for continued coastal short term residential occupancy.

Neighborhood Use Permit – Five or more bedrooms

The use of any dwelling unit with five or more bedrooms for STRO requires a Neighborhood Use Permit (NUP) decided in accordance with Process Two, as set forth in Chapter 12, Article 6, Division 2 of the Municipal Code, in addition to a Short Term Residential Occupancy License. A Process Two (staff decision) NUP requires neighborhood notification of the proposed use and the decision regarding the NUP is appealable to the Planning Commission. The NUP will allow a decision maker to ensure the proposed use does not adversely affect the applicable land use plan, will not be detrimental to the public health, safety and welfare, and will comply with the Land Development

Code regulations (including any allowable deviations). Community concerns with large homes being used as de facto “party houses” has led to the need for increased oversight and a higher process level that allows for public notification and input.

The Bed and Breakfast regulations, which, in certain zones, previously required a Process 3 Conditional Use Permit, are being replaced with a Process 2 Neighborhood Use Permit, only for STROs with five bedrooms or more within the dwelling unit.

Bed and Breakfast Establishments and Boarder and Lodger Accommodations

The proposed amendments to the San Diego Municipal Code and Local Coastal Program include removing all regulations regarding Bed and Breakfast and Boarder and Lodger uses. The proposed STRO regulations accommodate those uses. The code section to be repealed for Boarders and Lodger Accommodations requires boarders to *“occupy the premises for a minimum of seven (7) consecutive calendar days in multiple dwelling unit zones and commercial zones, and a minimum of thirty (30) consecutive calendar days in single dwelling unit zones.”* This antiquated code section will be replaced with the STRO regulations.

Bed and Breakfast Establishments is currently a type of visitor accommodations (lodging for visitors and tourists in rented guest rooms) that is classified as a commercial services use (similar to hotel use), but where the commercial service (guest room rentals) is offered in a residential structure. Currently, the SDMC requires a use permit within some zones based on the number of guest rooms rented. The proposed regulations will now require a Neighborhood Use Permit only if this use has five or more rooms, regardless of the zone. The Conditional Use Permit requirement for Bed and Breakfasts is being repealed with the proposed STRO regulations. Owners/Operators will no longer be required to reside on the premises, however the new STRO regulations will require an annual license if the host is not present during the guest stay, like other whole home STROs.

Hosting Platform Compliance

In order to appropriately regulate the conduct of hosting platforms and to ensure that hosts comply with the licensing and tax registration requirements under the Municipal Code, new hosting platform compliance regulations are proposed. Given the role hosting platforms play in facilitating STRO transactions through the provision of payment and/or reservation services for a fee, it is critical that hosting platforms are required to assist with ensuring hosts are properly licensed, and abiding by the City’s STRO regulation and TOT code.

Many hosting platforms allow hosts to rent out their properties in a fairly anonymous manner, i.e., without the specific address of the properties, the names of hosts responsible for the properties, or other information identifying properties being used as a STRO. As a result, it is difficult for the City to enforce requirements under the Municipal Code related to TOT registration, reporting, and remittance.

There are a significant number of properties rented as STROs that are not registered with the City. Based on data from the City Treasurer, there are 3,686 properties in San Diego rented as STROs that are registered with the City as of May 2018. However, a December 2017 report from Host Compliance indicates that there are 11,347 properties being rented as STROs in San Diego in 2017. To help address this issue, the City proposes to require hosting platforms to provide written notice of the TOT requirements and STRO requirements to each host who uses a hosting platform. A

hosting platform shall also provide written notification to all hosts of any changes to such local regulations.

In order to facilitate efficient collection of remittances to the City and to ensure that hosts are not violating the STRO and TOT regulations, any hosting platform that collects rent is required to collect all required TOT and the Affordable Housing Impact Fee at the same time as the rent is collected. Taxes and fees need to be remitted to the City Treasurer on a monthly basis, and the hosting platform must maintain records for three years to demonstrate that the proper amount of taxes and fees have been remitted to the City Manager.

The regulations allow for a hosting platform to only collect a fee for providing booking services in connection with STRO after the hosting platform exercises reasonable care to confirm that a dwelling unit has a valid STRO License issued by the City Manager, if applicable, and a TOT Certificate.

Similar to how STRO is being managed by the City of San Francisco, the City will create administrative guidelines that set forth what constitutes reasonable care for the hosting platforms to confirm the dwelling unit has the STRO license and TOT Certificate. As in San Francisco, the intent is to provide a number of different options for a hosting platform to exercise reasonable care to confirm the STRO license and TOT certificate. For example, the hosting platform could require the host to upload an image of the host's STRO license and TOT certificate and obtain the host's consent to share this information along with the street address of the property to the City. Another possible option is for the hosting platform to create a mandatory field where the TOT and STRO license/registration numbers are required to be inputted on the host's listing along with providing other data separately to the City such as expiration dates and street addresses to verify the validity of the STRO license and TOT certificate numbers.

The City will be able to subpoena records from the hosting platform if necessary to ensure compliance. If a hosting platform does not use reasonable care to ensure a host is properly licensed by the City, the City could take action against the platform for failure to exercise such reasonable care.

The records for each short term residential occupancy transaction for which a hosting platform has provided a booking service need to include the following information:

- (1) The first and last name of the host;
- (2) The exact street address of the dwelling unit, including any unit numbers;
- (3) The dates for which a short term rental guest procured occupancy of the dwelling unit using the booking service provided by the hosting platform and the total number of room nights by reporting period by host;
- (4) The amount of gross receipts, including but not limited to rent, TOT, and Affordable Housing Impact Fee paid for each stay; and
- (5) The STRO License number, if any, and the Transient Occupancy Registration Certificate number for the STRO.

Chapter 1 Amendments

The proposed STRO ordinance will utilize the enforcement provisions contained in Chapter 1 of the Municipal Code. Chapter 1 contains all of the enforcement provisions generally applicable to addressing violations of the Municipal Code unless otherwise stated. Currently, administrative hearing officers have the authority to issue administrative subpoenas under Municipal Code section 12.0407(b), but City departments do not have such authority. It is necessary for City departments to have this authority to obtain necessary documents and other evidence to ensure compliance with the Municipal Code and to be able to obtain this information well in advance of any administrative action being brought to determine if Municipal Code violations exist. This is especially the case as it pertains to ensuring compliance with the proposed short term residential occupancy ordinance as it has been difficult for the City in the past in obtaining records and other documentation from hosting platforms regarding addresses of properties used as short term rentals, lengths of guest stays, amount of rent paid, and other such information. Similar ordinances in San Francisco and Santa Monica regulating hosting platforms grant departments in those cities the authority to issue administrative subpoenas to obtain such necessary documentation.

It is anticipated that the City Treasurer will play an important role in the administration and enforcement of the proposed ordinance. As such, the proposed ordinance also adds the City Treasurer to the definition of “Enforcement Official” and “Director” in Chapter 1 of the Municipal Code to ensure that the City Treasurer will be able to utilize the enforcement authority under Chapter 1.

Enforcement Overview

The STRO regulations provide the City the mechanism to cite, suspend, or revoke the license of hosts not following the City’s STRO regulations.

The Mayor is committed to active STRO Code Enforcement to ensure host, guest, and platform compliance with the regulations. In addition to adding Zoning Investigator positions in Code Enforcement that will work evenings and weekends to address STRO code complaints, the City will create a channel for neighbors to file complaints about STRO where noise or other violations are believed to be occurring, such as a whole home operation without a license. Complaint systems will be established for neighbors and stakeholders to bring to the City’s attention hosts that are in violation of the STRO ordinance or otherwise creating a nuisance or health and safety risk. This may be via an online complaint form, a hotline, or a mobile app such as Get It Done.

There may be instances where a neighbor is disgruntled regarding STRO activity that is occurring lawfully. In these cases, neighbors will be referred to low cost conflict resolution services for civil disputes. Code Enforcement, together with the Police Department when necessary, and in conjunction with license and TOT information provided by the City Treasurer, will be responsible for determining if a violation has occurred. Additionally, the City may elect to enlist services from a third-party provider who can assist the City from a data perspective regarding listings on platforms that are not in conformance with the regulations. Such a service may be able to assist the City in assembling web based evidence that STRO violations are occurring.

The enforcement strategy is based on an inter-departmental team-based approach to include Code Enforcement staff, City Treasurer, City Attorney, and San Diego Police Department (SDPD) officers.

Program Overview

- A license or registration will be filed with the City Treasurer prior to STRO use. STRO licenses must be renewed annually. Hosts will be required to obtain a Transient Occupancy Registration Certificate number. The TOT certificate number shall be posted on all advertisements for the STRO.
- City Treasurer will maintain a database of all STRO license or registration locations and will provide the information to the SDPD.
- Complaint calls will be received 24 hours per day, seven days per week. An online portal to report violations will also be created.

Enforcement

- A first response notice constitutes a 'warning'.
 - A second and subsequent response notice may result in the property's responsible person or primary resident being issued an administrative citation.²
 - A third response notice (citation) within a 12-month period may result in the STRO license revocation for no less than a 12-month period for the premises for which the license was originally issued.
- DSD will be responsible for enforcement including notice of violations, administrative citations, and revocation of licenses based upon information from dedicated Code Enforcement officers and SDPD. If a violation is found during the compliance audit process, a referral will be made to DSD/CED for enforcement.
- A joint DSD Code Enforcement and SDPD team will be created for proactive enforcement in the areas of highest concentration of violations. The team will work evenings and weekends to target disturbances of the peace, in addition to other violations.
- City Treasurer's Office will continue to monitor websites to ensure that STROs are paying TOT. Violators will be reported to City Attorney for action.

Program Resource & Cost Needs

- Create new enforcement teams that include dedicated Code Enforcement and SDPD officers.
- Create license and registration system that interfaces with City databases, and pass through registration with platforms.
- Program implementation and fees will be monitored and adjusted as required. Using a third-party contractor for the licensing, registration, and compliance monitoring may result in a reduction in the required license fee.

² §12.0301 Administrative Remedies in the San Diego Municipal Code.

Table 1 below estimates the enforcement staffing and costs that are the basis of the cost of the license fee. This fee is estimated by the number of positions needed to effectively enforce the program and implement the issuance of the licenses.

Table 1
Estimated Enforcement Staffing and Costs

Department	Fund	FTE ³	Personnel Expense	Non-Personnel Expense ⁴	Total Cost
Treasurer	General Fund	5.00	\$992,696	\$236,000	\$1,228,696
DSD Code Enforcement	General Fund	5.76	\$1,115,619	\$35,000	\$1,150,619
Police Department	General Fund	2.0	\$393,362	\$26,675	\$419,037
City Attorney	General Fund	3.5	\$701,077	-	\$707,077
TOTAL COST		16.26	\$3,202,755	\$296,675	\$3,499,430

User fees, or charges for services, are an important component of government revenues. State and local governments use charges and fees to fund the provision of goods and services for a specific benefit, government service conferred, or privilege granted, directly to the payor or recipient of that specific benefit. These charges or fees are not required of those who do not receive the specific benefit or service, and they shall not exceed the reasonable cost of providing the service or product. Per the City Council Policy 100-05, the City performs a comprehensive user fee study, or cost of service study (COSS), every three years. Between the COSS years, the user fees are updated annually as a part of the budget process, and adjustments are based on the annual CPI inflation rate, if applicable, until the next COSS is performed. The COSS assumes full cost recovery of city services. Full cost recovery includes direct and indirect costs associated with the particular service or product. City Council can decide to collect less than full cost for a service but never more than full cost. Examples of partial collection of fees are those that the City Council has decided should be subsidized due to the public benefit, such as recreation or senior services charges, or those that are not cost effective to collect. The other exception to full cost recovery are fines and penalties which are meant to be deterrents against a behavior versus a revenue generator; they can also be established by the State or Federal government and therefore not up to local control.

On November 2, 2010, California voters approved Proposition 26, a ballot initiative that limits the ability of local government agencies to impose certain fees and charges. This resulted in many local government fees being considered a "tax" and thereby requiring a two-thirds approval by the voters, with a few exceptions. Per a City Attorney's Memorandum of Law dated March 4, 2011, user fees, or charges for services are exempt from Proposition 26 as they relate to a charge for a specific benefit conferred or privilege granted directly to the payor that is not provided to those not charged, and which does not exceed reasonable costs by the City in conferring this benefit or privilege.

³ Full Time Employee (FTE) positions reference Fiscal Year 2018 Average Salary and Fringe (Standard Hourly Positions)

⁴ Non-Personnel Expense includes vehicles, information technology and other supplies

Table 2 below summarized the estimated cost of administration and enforcement. This fee is estimated by the number of positions and hours necessary to administer the issuance of licenses and enforce the associated regulations. More definitive costs will be determined when the scope and scale of the license process are further defined. More refined fee costs will be developed and returned to Council at a future date.

Table 2
Estimated Total Cost of License Administration and Enforcement of Program

Total Cost	Est. Licenses ⁵	Total Cost/ License
\$ 3,499,430	3,686	\$ 949

License Fees

The estimated annual license fee is \$949 per license and would generate approximately \$3.5 million annually based on 3,686 licenses, the number of TOT certificates on file (as of May 2018) for “short term vacation rentals” per the City Treasurer. Short term residential occupancy has not been previously regulated by the City, thus the number of TOT certificates from this activity is based upon self-reporting, and is a result of Treasurer audits.

In order to enforce the he proposed regulations, additional enforcement to handle complaints associated with STROs is proposed. The STRO license fee is based on estimated staffing needs and cost recoverable user fees for both increased code enforcement personnel, and program administration across several city departments. Based on 3,686 licenses, it is estimated that the effort of 16.5 full time equivalent (FTE) employees will be needed for Police, Code Enforcement, City Treasurer and the City Attorney to administer and enforce the new licenses. The cost includes the addition of non-personnel expenses for City vehicles, software and equipment. The STRO program will be established in the Office of the City Treasurer, with the online licensing hosted by the Treasurer or a contracted third party in order to facilitate efficient TOT collection and coordination with Rental Unit Business Tax requirements.

Affordable Housing Impact Fee

At the last City Council hearing on December 12, 2017, there was discussion of a possible nexus between short term residential occupancy and an impact to affordable housing. In April of this year, in coordination with the Housing Commission, the Mayor’s office hired Keyser Marston and Associates (KMA) to analyze if there was a nexus and if so, estimate the total affordable housing mitigation cost, annual fee, and nightly fee.

KMA consulted with the Mayor’s office, the City Attorney, and the San Diego Housing Commission on the scope of work for the study, which is based on existing methodology from previous nexus studies performed for the City of San Diego. The KMA report (Attachment 1) identified nine (9) development prototypes for evaluation and estimated the total affordable housing mitigation cost, annual fee, and nightly fee for each prototype. The KMA projections were based on readily available data on current visitor spending information and low-income job generation within the City,

⁵ City Treasurers Office reported 3,686 Transient Occupancy Tax certificates on record as of May 8, 2018.

including City and industry sources. KMA recognizes that these current statistics on STRO activity vary widely in terms of estimated STRO unit counts and occupancy trends.

The analysis resulted in identifying a legal nexus between the STRO, visitor spending and the need for affordable units for lower paying jobs (such as property managers, housecleaners, landscapers, maintenance and repair workers, office and administrative support workers, and supervisors) that support the short term guests in STROs. Only the lowest fee can be legally supported for the City-wide impact fee. City staff supports the recommendation of a \$2.73 per night fee charged to all STRO hosts for each nightly rental, to be remitted monthly to the City Treasurer.

The table below represents a summary of legally supported Affordable Housing Impact fees:

Community	Unit Type (DU=dwelling unit)	Bedrooms	Size (sf)	Max nightly fee
<u>WHOLE HOME</u>				
Downtown	Multi-family DU	1.0	800	\$3.96
La Jolla	Single-family DU	4.0	3,100	\$19.37
Mission Beach	Multi-family DU	2.0	1,020	\$8.22
Mission Valley	Single-family DU	2.0	1,050	\$5.83
North Park	Single-family DU	2.0	980	\$4.09
Pacific Beach	Single-family DU	3.0	1,700	\$9.66
Southeastern/Encanto	Single-family DU	2.0	900	\$4.63
<u>HOME SHARE</u>				
High-market home share	Single-family DU	1.0	n/a	\$4.02
Mid-market home share	Single-family DU	1.0	n/a	\$2.73

The proposal to implement the Affordable Housing Impact Fee on whole home and home share at a rate of \$2.73 per night is expected to generate approximately \$2 million per year to the Affordable Housing Fund. As part of the proposed ordinance, Chapter 9 of the San Diego Municipal Code would be amended to include the Affordable Housing Impact Fee into the existing Affordable Housing Fund (AHF). Currently, the AHF consist of funds derived from the commercial development linkage fees; revenues from the Transient Occupancy Tax as provided in Section 35.0128 of the San Diego Municipal Code; funds derived from in lieu (inclusionary housing) fees paid to the City pursuant to Chapter 14, Article 2, Division 13; and revenues received from the use of a shared-equity program pursuant to Section 142.1309(e) of the San Diego Municipal Code. The Affordable Housing Fund is and will continue to be administered by the San Diego Housing Commission.

Effective Dates

All hosts must immediately begin to comply with the Good Neighbor policy and posting of the TOT certificate number, Code Enforcement phone number and the local contact number. However, regulations effecting dwelling units inside the Coastal Zone will not go into effect until adopted by the California Coastal Commission.

The City will begin registering home share hosts, and issuing licenses for whole home STRO by October 1, 2019. Full compliance with every section in the ordinance will be required by hosts and hosting platforms by January 1, 2020. Affordable Housing Impact fee collection must begin by January 1, 2020. A five or more-bedroom STRO must have a valid Neighborhood Use Permit by January 1, 2020.

Full compliance with Transient Occupancy Tax regulations and the Business Unit Rental Tax is currently required per the existing Municipal Code.

CONCLUSION

Given the value that STROs provide the City, its citizens and visitors, and the value the Coastal Commission places on short term residential occupancy as a way to provide lower cost visitor accommodations in the coastal areas (pursuant to the Coastal Act policy to protect, encourage, and provide lower cost visitor facilities), a set of balanced and clear regulations and corresponding enforcement program are needed to address adverse impacts and eliminate confusion and frustrations felt by all those affected.

The intent of the STRO regulations are to help preserve the availability of long-term rental housing, protect the livability of residential neighborhoods, and allow the diversification in economic opportunity that STRO enables, both for hosts, and for guests. Regulation of the hosting platforms is necessary in order to ensure that hosts are properly licensed or registered by the City of San Diego.

Given the role hosting platforms play in facilitating STRO activity, it is also the intent of the STRO regulations to require hosting platforms to help ensure that hosts conduct STRO activity in a lawful manner. To that extent, hosting platforms will be required to notify hosts of the local TOT and STRO code requirements, and exercise reasonable care to verify that hosts are properly registered and licensed with the City. If a hosting platform collects rent, the hosting platform must also collect TOT and the Affordable Housing Impact Fee at the same time as the rent is collected and remit it to the City.

CITY STRATEGIC PLAN GOALS/OBJECTIVES:

The proposed regulations support the following City of San Diego Strategic Plan goals and objectives by balancing the economic opportunity created by STRO, protecting the rights of property owners and renters, and ensuring the safety of hosts, guests and neighbors of these units.

Goal 1: Provide high quality public service: Ensure equipment and technology are in place so that employees can achieve high quality public service.

Goal 2: Work in partnership with all of our communities to achieve safe and livable neighborhoods; Reduce and prevent crime.

Goal 3: Create and sustain a resilient and economically prosperous City with opportunity in every community; Diversify and grow the local economy.

FISCAL CONSIDERATIONS:

Costs associated with implementation and enforcement of an ordinance would be covered by license fees as described in this staff report. The 16.26 new positions include:

Code Enforcement – A team of four investigators, a supervisor, and three quarters of an administrative position (5.76 FTEs)

Police – Two officers to support the one Code Enforcement team (2.0 FTEs)

Treasurer – Three Administrative Aides, a Program Coordinator, and a Program Manager (5.0 FTEs)

City Attorney – 1.5 Deputy City Attorneys, an Investigator, and Legal Secretary (3.5 FTEs)

These positions will be needed for the administration and enforcement of an estimated 3,686 annual licenses. The cost and revenue to be generated by the fee are based on an assumed 3,686 STRO licenses which is consistent with the current number TOT certificates. It is possible the number of annuals licenses could increase, yet the cost per license would remain consistent.

The following table displays Transit Occupancy Tax (TOT) revenue received in millions from short term rentals in comparison to the total TOT received citywide.

Fiscal Year	TOT from STRO	Total TOT Received	STRO Percent of TOT
2014	\$5.3	\$170	3.1%
2015	\$6.8	\$186	3.7%
2016	\$12.9	\$204	6.3%
2017	\$19.0	\$222	8.5%

Approval of an ordinance regulating Short Term Residential Occupancy may impact the City's TOT revenue.

ENVIRONMENTAL IMPACT:

The proposed amendments to the City of San Diego Municipal Code are not a project as defined by the California Environmental Quality Act Section 21065 and State CEQA Guidelines Section 15378(b)(5), as they are an administrative activity of government to amend Chapter 9 of the City of San Diego Municipal Code to create an Affordable Housing Impact Fee, and within Chapter 5, to create a license requirement and operating regulations for whole home, home share and hosting platforms. Neither amendment would commit to a specific project or action, nor would the actions result in direct or indirect physical change to the environment.

Further, the repeal of Bed & Breakfast (B&B) and Boarder Lodging uses from the Land Development Code is covered by the general rule under State CEQA Guidelines 15061(b)(3), where CEQA applies only to projects which have the potential for causing a significant effect on the environment. This action to amend the Land Development Code would not result in a significant effect on the environment.

PREVIOUS COUNCIL AND/OR COMMITTEE ACTIONS:

The last public hearing to the City Council on this topic was held on December 12, 2017 for consideration and action. At that hearing, the City Council was unable to reach a majority vote and none of the proposals were approved. Attachment 4 outlines a chronology of public hearings on previous efforts to pass short term “vacation rental” regulations.

KEY STAKEHOLDERS AND COMMUNITY OUTREACH EFFORTS:

Key stakeholders include neighborhood and community planning groups, residents, visitors, transients, owners and operators of visitor accommodations. Previous efforts included presentations to and recommendations from the Code Monitoring Team, the Technical Advisory Committee, the Community Planners Committee, the Planning Commission, the Housing Commission, Council Committee on Smart Growth and Land Use, and the City Council.

Elyse Lowe

Director of Land Use and Economic Policy
Advisor,
Office of the Mayor

David Graham

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Neighborhood Services

Attachments:

1. STRO Nexus Study, June 2018
2. Host Compliance Report, December 2017
3. Xpera Economic Impact Analysis, October 2017
4. Overview of Prior Public Hearings and Council Actions
5. Mission Beach Planned District map
6. Downtown Community Plan boundary map
7. Coastal Overlay Zone boundary map



KEYSER MARSTON ASSOCIATES

SHORT TERM RENTAL OCCUPANCY

NEXUS STUDY

Prepared for:

City of San Diego

Prepared by:

Keyser Marston Associates, Inc.

June 20, 2018

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I. EXECUTIVE SUMMARY

Keyser Marston Associates, Inc. (KMA) prepared this Short Term Rental Occupancy Residential Nexus Study (STRO Nexus Study) on behalf of the City of San Diego (City). This STRO Nexus Study will form one of the bases for recommendations for the adoption of a “Short Term Rental Occupancy Impact Fee” (STRO Impact Fee). This Executive Summary contains a concise overview of the STRO Nexus Study. Full documentation of the study is contained in the body of this study and its appendices.¹

A. Background

A short-term rental occupancy (STRO) is most often defined as a rental of a residential dwelling unit or accessory building for periods of less than one month (<30 days). STROs are also commonly referred to as vacation rentals, transient rentals, and resort dwelling units.

Generally, there are two types of STROs: “Whole Home” and “Home Share.” A Whole Home is the use of an entire home when the property’s primary resident or responsible person does not reside on the premises during the guest’s stay. Conversely, a Home Share is the use of guest room(s), where a responsible person resides on the premises during the guest’s stay.

The STRO market consists of three primary actors: the host, the guest, and the STRO platform. The host is the property owner, leaseholder, or a third-party management company who supplies whole homes or home shares. The guests rent out the full unit, and the rental platform facilitates the exchange between the hosts and the guests. There are a number of STRO platforms by which guests rent STROs. These platforms include: Airbnb, Vacation Rentals by Owner (VRBO), HomeAway, and TripAdvisor.

B. STRO Nexus Concept

The nexus methodology revolves around the concept that spending generates jobs. A portion of these jobs pay low wages, and require the need for affordable homes. For the purposes of the STRO Nexus Study, KMA conducted two distinct nexus analyses:

1. A nexus analysis based on the assumption that the housing unit is owner- or renter-occupied and operated as a typical long-term residential use (Residential Nexus Scenario); and
2. A nexus analysis based on the assumption that the housing unit is operated as an STRO (STRO Nexus Scenario).

¹ The term Short Term Rental Occupancy (STRO) used in the body of this report is referenced as Short Term Rental (STR) in the appendices.

Each nexus analysis yields an estimate of the affordable housing impact created by the use of the housing unit. The purpose of analyzing the Residential Nexus Scenario is to be able to subtract the existing affordable housing impact generated from a typical long-term residential use from the impact created by renting the unit as an STRO.

The maximum supportable STRO Impact Fee is determined based on the difference between the amount estimated for the STRO Nexus Scenario Impact and the Residential Nexus Scenario Impact.

This differential is divided by 55 years and 365 nights to arrive at the maximum STRO Impact Fee allowed to be charged on a nightly basis. A 55-year period was utilized for this estimate because it reflects the typical length of time an affordability covenant is placed on the City's affordable housing units.

C. Methodology and Models Used

The STRO Nexus Study is performed using two models that can be described as follows:

1. The IMPLAN (IMpact Analysis for PLANning) model is an industry-accepted, commercially-available model developed over 40 years ago to quantify the impacts of changes in a local economy.
2. The KMA Jobs-Housing Nexus Model, which was initially developed over 25 years ago to analyze the income structure of job growth, is used to determine the household incomes of new employee households.

For the purposes of the STRO Nexus Study, KMA analyzed the following income categories. These categories are based on the San Diego County Area Median Income (AMI) and the State Income Limits published by the California Department of Housing and Community Development (HCD).

Table I-1: Income Categories	
Income Category	Percent of AMI
Extremely Low Income	0% to 30% of AMI
Very Low Income	Above 30% to 50% of AMI
Low Income	Above 50% to 80% of AMI

D. Discussion of Submarket Areas and STRO Prototypes

Given the large geographic expanse of the City of San Diego, the first step of the nexus study was to create a set of submarkets to be analyzed on an individual level. KMA worked with City staff to determine the submarkets analyzed in this nexus study. The next step of the nexus study is to identify

STRO prototypes that are representative of the STROs throughout the City of San Diego. KMA undertook a market survey of STRO listings to determine the most common types of units being utilized as STROs in each submarket. Based on the market survey and subsequent discussions with City staff, it was determined that KMA would analyze seven (7) STRO prototypes that assumed the entire housing unit was being used as an STRO (Whole Home STRO). The prototypes were selected in an effort to reflect a broad range of locations, unit types, unit sizes, rental performance, and other key metrics. Based on the number of bedrooms identified for each prototype, KMA utilized Multiple Listing Service (MLS) data to estimate the average size and sales price of each prototype.

The Whole Home STRO prototypes are summarized in Table I-2.

Table I-2: STRO Prototypes – Whole Home				
Submarket	Unit Type	Bedroom	Size	Sales Price
Downtown	Multi-Family Dwelling	1.0	800 SF	\$446,000
La Jolla	Single-Family Dwelling	4.0	3,100 SF	\$2,448,000
Mission Beach	Multi-Family Dwelling	2.0	1,020 SF	\$1,023,000
Mission Valley	Multi-Family Dwelling	2.0	1,050 SF	\$398,000
North Park	Single-Family Dwelling	2.0	980 SF	\$620,000
Pacific Beach	Single-Family Dwelling	3.0	1,700 SF	\$1,178,000
Southeastern/Encanto	Single-Family Dwelling	2.0	9,00 SF	\$358,000

In addition to Whole Home STROs, the City was also interested in analyzing STRO prototypes where only a portion of the housing unit is utilized as an STRO (Home Share STRO). Based on a market survey of STRO listings, KMA analyzed two Home Share STRO prototypes as described in Table I-3.

Table I-3: STRO Prototypes – Home Share		
Submarket	Unit Type	Number of Bedrooms
High-Market Home Share	Single Family Dwelling	1.0 out of 4
Mid-Market Home Share	Single Family Dwelling	1.0 out of 2

The High-Market Home Share prototype is based on a Home Share located in the La Jolla submarket. The Mid-Market Home Share is based on a Home Share located in the North Park submarket.

E. Residential Nexus Scenario Impact

This section provides a summary of the methodology used to estimate the Residential Nexus Scenario Impact. A residential nexus study demonstrates and quantifies the effect of household income on the consumption of goods and services. This consumption creates a demand for jobs – a portion of which

are low paying. These low income households require housing, which results in the need for affordable units in the County.

The household incomes for each of the Whole Home STRO prototypes are estimated based on the estimated sales prices of each prototype. The resulting estimated gross household income is adjusted to a net amount available for expenditures on goods and services after deducting the following:

- The portion of income dedicated to income taxes;
- Contributions to Social Security and Medicare;
- Savings; and
- Repayment of household debt.

Housing costs are not deducted as part of this adjustment step. These costs are addressed separately as expenditures within the IMPLAN model.

The adjusted household income available for expenditures becomes the input into the IMPLAN model. The resulting household incomes associated with each of the Whole Home STRO prototypes are estimated in Table I-4.

Table I-4: Household Income Available for Expenditures (Input to IMPLAN Model)	
Submarket	Household Income
Downtown	\$70,800
La Jolla	\$227,400
Mission Beach	\$129,400
Mission Valley	\$61,300
North Park	\$81,400
Pacific Beach	\$126,600
Southeastern/Encanto	\$52,600

Under a Home Share situation, the homeowner household resides in the unit whether or not the unit is rented as an STRO. As such, the base household income of that homeowner would be the same under both the Residential Nexus Scenario and the STRO Nexus Scenario. In an effort to maintain clarity, KMA did not analyze the base household income of the homeowner household when analyzing the Home Share prototypes as it would be the same amount in both scenarios. Thus, there are no Residential Nexus Scenarios for the Home Share analysis. However, as discussed later, KMA did include the annual Home Share STRO revenue for the purposes of the STRO Nexus Scenario – as this is new income generated by the STRO use.

IMPLAN Model Results

The IMPLAN model was applied to link household income to jobs occurring in San Diego County. The household incomes described above are then multiplied by 100 units in order to avoid small fractions in the nexus analysis. The jobs anticipated to be generated by this household spending are summarized in Table I-5.

Table I-5: Jobs Generated Per 100 Residential Units	
Submarket	Jobs Generated
Downtown	58.3
La Jolla	195.3
Mission Beach	108.1
Mission Valley	50.4
North Park	67.4
Pacific Beach	108.7
Southeastern/Encanto	43.3

Compensation Levels of Jobs and Household Income

The output of the IMPLAN model – the numbers of jobs by industry – is entered into the KMA Jobs-Housing Nexus Model to quantify the compensation levels of employees filling these jobs and the income of the employee households. The output of the KMA model is the estimated number of employee households per income category attributable to the prototype units in each submarket. Table I-6 provides the number of employee households with incomes between 0% and 80% of AMI for each prototype.

Table I-6: Employee Households Earning up to 80% of AMI Per 100 Market-Rate Units	
Submarket	Employee Households
Downtown	20.1
La Jolla	67.1
Mission Beach	33.7
Mission Valley	17.4
North Park	23.4
Pacific Beach	37.4
Southeastern/Encanto	14.9

Maximum Residential Nexus Scenario Impact

The last step in the Residential Nexus Scenario analysis puts a dollar amount on the cost of mitigating the affordable housing impacts. The conclusions of the nexus study, expressed as the number of employee households by income category, are linked to the cost of delivering housing to the households in need. Each income category is associated with a subsidy needed to produce and deliver a unit at the specified affordability level; this subsidy is referred to as the “affordability gap.” KMA conducted an affordability gap analysis. For the Extremely Low Income and Very Low Income categories, it is assumed that Tax-Exempt Multifamily Bonds (Bonds) and the automatically awarded 4% Low-Income Housing Tax Credits (Tax Credits) will be available. For the Low Income category, KMA estimated warranted investment based on a developer’s target Return on Investment.

The estimated affordability gaps, per affordable unit, for the three income categories being evaluated are presented in Table I-7.

Table I-7: Affordability Gaps per Affordable Unit	
Extremely Low Income (0 to 30% AMI)	(\$241,000)
Very Low Income (30% to 50% AMI)	(\$177,000)
Low Income (50% to 80% AMI)	(\$209,000)

The affordability gap conclusions for each income category are linked to the number of affordable units required as a result of the Residential Nexus Scenario prototypes. This calculation results in the Total Residential Nexus Scenario Impacts per unit, which are presented in Table I-8.

Table I-8: Total Residential Use Impact per Market-Rate Unit – Whole Home				
Submarket	Extremely Low Income	Very Low Income	Low Income	Total Residential Impact
Downtown	\$7,500	\$13,900	\$19,100	\$40,500
La Jolla	\$25,100	\$46,600	\$63,400	\$135,100
Mission Beach	\$12,800	\$23,300	\$31,800	\$67,900
Mission Valley	\$6,500	\$12,000	\$16,500	\$35,000
North Park	\$8,900	\$16,200	\$22,100	\$47,200
Pacific Beach	\$14,000	\$26,000	\$35,300	\$75,300
Southeastern/Encanto	\$5,500	\$10,300	\$14,200	\$30,000

As shown above, the total estimated affordable housing impact of the market-rate prototype units evaluated in this study ranges from \$30,000 to \$135,100 per unit.

F. STRO Nexus Scenario Impact

This section provides a summary of the methodology used to estimate the STRO Nexus Scenario Impact. The STRO Nexus Scenario is based on the concept that STRO visitors will spend dollars on the consumption of goods and services. This consumption creates a demand for jobs – a portion of which are low paying. These low income households require housing, which results in the need for affordable units in the County.

For the STRO Nexus Scenario analysis, KMA utilized the same STRO prototypes as used in the Residential Nexus Scenario analysis. However, the first step of the STRO Nexus Scenario is to estimate the visitor spending for each STRO prototype. KMA obtained 2015 per-visitor, per-day spending estimates from CIC Research, Inc. for visitors to San Diego County with hotel accommodations.² Per CIC Research, Inc., the average travel group size for visitors with hotel accommodations was 2.2 persons. After adjusting for inflation and the number of visitors per hotel room, KMA estimates San Diego County visitor spending per room, per day, as shown in Table I-9.

Table I-9: Visitor Spending Per Room Per Day	
Lodging	\$189
Meals / Beverages	\$101
Retail Shopping / Other	\$51
Admissions	\$43
Local Transportation	\$26
Groceries / Convenience Retail	\$12

The next step required in the STRO Nexus Scenario analysis is to vary visitor spending per submarket and STRO prototype. To accomplish this, KMA first conducted a market survey to estimate the average daily rates (ADRs) for each of the STRO prototypes.³ The ADRs for each of the STRO prototypes was then compared to the average visitor spending spent on lodging for San Diego County (County ADR) (Table I-9). Table I-10 summarizes the differentials between the County ADR and the STRO ADRs for each submarket.

² 2015 is the most recent visitor spending data available.

³ KMA utilized data provided by AirDNA to estimate annual weighted average STRO average daily rates.

Table I-10: ADR Differentials			
Submarket	STRO ADR	County ADR	ADR Differential (STRO ADR as % of County ADR)
Downtown	\$159	\$189	84%
La Jolla	\$749	\$189	396%
Mission Beach	\$323	\$189	171%
Mission Valley	\$204	\$189	108%
North Park	\$166	\$189	88%
Pacific Beach	\$366	\$189	194%
Southeastern/Encanto	\$156	\$189	83%
High-Market Home Share	\$107	\$189	56%
Mid-Market Home Share	\$67	\$189	36%

The next step in the STRO Nexus Scenario is to vary visitor spending of the non-lodging categories by the ADR differential. The STRO spending is then multiplied by 100 STRO units in order to avoid small fractions in the nexus analysis. The STRO spending is summarized in Table I-11.

Table I-11: Annual Visitor Spending for 100 STROs				
Submarket	County Spending per Day	ADR Differential	Adjusted STRO Spending	Annual Spending for 100 STROs
Downtown	\$232	84%	\$195	\$7,134,000
La Jolla	\$232	396%	\$919	\$33,538,000
Mission Beach	\$232	171%	\$397	\$14,477,000
Mission Valley	\$232	108%	\$250	\$9,123,000
North Park	\$232	88%	\$204	\$7,439,000
Pacific Beach	\$232	194%	\$450	\$16,411,000
Southeastern/Encanto	\$232	83%	\$192	\$7,008,000

The next step involves inputting the STRO spending into the IMPLAN model to estimate the number of jobs generated by each STRO prototype. This step requires the spending categories provided by CIC Research, Inc. to be converted to corresponding IMPLAN codes. Table I-12 summarizes the allocation of visitor spending per IMPLAN code.

Table I-12: Allocation of Visitor Spending by IMPLAN Code		
CIC Categories	IMPLAN Categories	% of Spending Category
Meals / Beverages	Full Service Restaurants	50%
	Limited Service Restaurants	25%
	All Other Food and Drinking Places	25%
Retail Shopping / Other	Health and Personal Care Stores	25%
	Clothing and Accessory Stores	25%
	General Merchandise Stores	25%
	Miscellaneous Store Retailers	25%
Admissions	Amusement Parks and Arcades	40%
	Museums, Historical Sites, Zoos, Parks	40%
	Other Amusement and Recreation	20%
Local Transportation	Transit and Ground Passenger Transportation	100%
Groceries / Convenience Retail	Food and Beverage Stores	100%

Similar to the Residential Nexus Scenario, the IMPLAN model was applied to link spending to jobs occurring in San Diego County. It is assumed that the Whole Home STRO prototypes will generate direct jobs in addition to the jobs generated from STRO visitor spending. These direct jobs include property managers, housecleaners, landscapers, maintenance and repair workers, office and administrative support workers, and supervisors. Table I-13 summarizes the number of direct jobs generated by each STRO prototype.

Table I-13: Direct Jobs Generated Per 100 STRO Units – Whole Homes	
Submarket	Jobs Generated
Downtown	11.5
La Jolla	24.2
Mission Beach	13.3
Mission Valley	13.3
North Park	16.2
Pacific Beach	20.8
Southeastern/Encanto	16.2

For the Home Share STRO prototypes, KMA applied a conservative assumption that the direct employee roles will be undertaken by homeowners for the Home Share STRO prototypes. As such, no additional direct jobs are included in the analysis of the Home Share STRO prototypes. However, for the Home Share prototypes, KMA assumes that the revenue generated by the STRO bedroom will be directly

attributed to the household's income. As such, KMA ran the STRO Home Share revenue through the nexus model utilizing the same methodology as the Residential Nexus Scenario.

The total jobs anticipated to be generated by the STRO spending, plus the direct jobs estimated to be generated by the Whole Home STROs, are summarized in Table I-14.

Table I-14: Jobs Generated Per 100 STRO Units – Whole Homes			
Submarket	Direct Jobs	STRO Spending	Total Jobs Generated
Downtown	11.5	125.0	136.5
La Jolla	24.2	580.7	604.9
Mission Beach	13.3	251.3	264.6
Mission Valley	13.3	159.4	172.7
North Park	16.2	131.1	147.3
Pacific Beach	20.8	286.0	306.8
Southeastern/Encanto	16.2	123.7	139.9
High Market Home Share	0.0	98.3	98.3
Mid Market Home Share	0.0	65.8	65.8

To summarize, the following are the inputs into the KMA Jobs-Housing Nexus Model for the Whole Home prototypes:

- The jobs generated from the STRO visitor spending;
- The direct jobs generated by the STRO use; and
- The estimated household incomes of the STRO direct employees

Similarly, the following are the inputs into the KMA Jobs-Housing Nexus Model for the Home Share prototypes:

- The jobs generated from the STRO visitor spending; and
- The revenue generated from the STRO use

The KMA Jobs-Housing Nexus Model is then used to quantify the compensation levels of the employees filling these jobs and the income of the employee households. The output of the KMA model is the estimated number of employee households per income category attributable to the prototype units in each submarket. Table I-15 provides the number of employee households with incomes between 0% and 80% of AMI for each STRO prototype.

Table I-15: Employee Households Earning up to 80% of AMI Per 100 STRO Units	
Submarket	Employee Households
Downtown	59.3
La Jolla	258.8
Mission Beach	115.1
Mission Valley	75.1
North Park	64.0
Pacific Beach	133.2
Southeastern/Encanto	60.8
High-Market Home Share	40.0
Mid-Market Home Share	27.2

Maximum STRO Nexus Scenario Impact

The last step in the STRO Nexus Scenario analysis puts a dollar amount on the cost of mitigating the affordable housing impacts. The conclusions of the nexus study, expressed as the number of employee households by income category, are linked to the cost of delivering housing to the households in need. Each income category is associated with a subsidy needed to produce and deliver a unit at the specified affordability level. As noted above, the estimated affordability gaps, per affordable unit, for the three income categories being evaluated are presented in Table I-16.

Table I-16: Affordability Gaps per Affordable Unit	
Extremely Low Income (0 to 30% AMI)	(\$241,000)
Very Low Income (30% to 50% AMI)	(\$177,000)
Low Income (50% to 80% AMI)	(\$209,000)

The affordability gap conclusions for each income category are linked to the number of affordable units required as a result of the STRO Nexus Scenario prototypes. This calculation results in the total STRO Nexus Scenario Impacts per STRO, which are presented in Table I-17.

Table I-17: Total STRO Impact per Unit				
Submarket	Extremely Low Income	Very Low Income	Low Income	Total STRO Impact
Downtown	\$27,200	\$41,800	\$50,900	\$119,900
La Jolla	\$119,300	\$181,200	\$223,400	\$523,900
Mission Beach	\$53,100	\$81,000	\$98,800	\$232,900
Mission Valley	\$34,600	\$53,000	\$64,400	\$152,000
North Park	\$29,200	\$45,200	\$54,900	\$129,300
Pacific Beach	\$61,000	\$93,800	\$114,500	\$269,300
Southeastern/Encanto	\$27,700	\$43,000	\$52,200	\$122,900
High-Market Home Share	\$16,800	\$28,300	\$35,700	\$80,800
Mid-Market Home Share	\$12,200	\$19,000	\$23,700	\$54,900

G. Maximum STRO Impact Fee Levels

The maximum STRO Impact Fee is based on the difference in the estimated impact between the Residential Nexus Scenario and the STRO Nexus Scenario. This “Impact Differential” is subsequently divided by 55 years and then divided by 365 nights to arrive at the maximum supportable nightly STRO Impact Fee. The reason for dividing by 55 years is to reflect the typical length of the affordability covenant that is placed on affordable housing units. Table I-18 summarizes the maximum supportable STRO Impact Fees.

Table I-18: Maximum Supportable STRO Fee				
Submarket	Total Residential Nexus Impact	Total STRO Nexus Impact	Impact Differential	Maximum Supportable STRO Nightly Fee ¹
Downtown	\$40,500	\$119,900	\$79,400	\$3.96
La Jolla	\$135,100	\$523,900	\$388,800	\$19.37
Mission Beach	\$67,900	\$232,900	\$165,000	\$8.22
Mission Valley	\$35,000	\$152,000	\$117,000	\$5.83
North Park	\$47,200	\$129,300	\$82,100	\$4.09
Pacific Beach	\$75,300	\$269,300	\$194,000	\$9.66
Southeastern / Encanto	\$30,000	\$122,900	\$92,900	\$4.63
High-Market Home Share	\$0	\$80,800	\$80,800	\$4.02
Mid-Market Home Share	\$0	\$54,900	\$54,900	\$2.73
¹ Reflects STRO Impact Fee divided by 55 years and then divided by 365 nights.				

II. INTRODUCTION AND OVERVIEW

A. The Nexus Concept

The nexus methodology revolves around the concept that spending generates jobs. A portion of these jobs pay low wages and require the need for affordable homes. For the purposes of the STRO Nexus Study, KMA conducted two distinct nexus analyses:

1. A nexus analysis based on the assumption that the housing unit is owner-occupied and operated as a typical long-term residential use (Residential Nexus Scenario); and
2. A nexus analysis based on the assumption that the housing unit is operated as an STRO (STRO Nexus Scenario).

The maximum supportable STRO Impact Fee is determined based on the difference between the amounts estimated for the STRO Nexus Scenario Impact and the Residential Nexus Scenario Impact. This differential is divided by 55 years and 365 nights to arrive at the maximum STRO Impact Fee allowed to be charged on a nightly basis. The reason for dividing by 55 years is to reflect the typical length of time an affordability covenant is placed on the City's affordable housing units.

B. Use of STRO Nexus Study

This STRO Nexus Study has been prepared for the limited purpose of determining the nexus support for imposing an STRO Impact Fee on STROs within the City. KMA cautions against using this study, or any impact study for that matter, for purposes beyond the intended use. All impact studies are limited, but they can be helpful for understanding the effects created by spending. This STRO Nexus Study estimates the maximum allowable STRO Impact Fee amounts for the City of San Diego.

C. Methodology and Models Used

The STRO Nexus Study is performed using two models – the IMPLAN and KMA Jobs-Housing Nexus Models. The steps of the analysis from household income/STRO spending to jobs generated were performed using the IMPLAN model, a model widely used for over 40 years to quantify the impacts of changes in a local economy, including employment impacts from changes in personal income and spending. From job generation by industry, the KMA Jobs-Housing Nexus Model is used to quantify the income of worker households by affordability level.

To illustrate linkages by looking at a simplified example, we can take an average household that buys a house at a certain price. From that price, we estimate the gross income of the household (from mortgage rates and lending practices) and the disposable income of the household. The disposable income, on average, will be used to “purchase” or consume a range of goods and services, such as purchases at the supermarket or services at the bank. Similarly, STRO visitors will also purchase goods and services. Purchases in the local economy in turn generate employment. The jobs generated are at different compensation levels. Some of the jobs are low paying and, as a result, even when there is more than one worker in the household, there are some lower- and middle-income households that cannot afford market-rate housing in San Diego.

The IMPLAN model quantifies the jobs generated at establishments that serve residents/visitors directly (e.g., restaurants, supermarkets, banks, schools, and other outlets), jobs generated by increased demand at firms which service or supply these establishments, and jobs generated when the employees spend their wages in the local economy and generate additional jobs. The IMPLAN model estimates the total impact combined.

D. Geographic Area of Impact

The analysis quantifies impacts occurring within San Diego County. While the majority of impacts will occur within the City of San Diego since it is a large city with a broad range of establishments, some impacts will be experienced elsewhere in San Diego County and beyond. The IMPLAN model computes the jobs generated within San Diego County and sorts out those that occur beyond the San Diego County boundaries. The KMA Jobs-Housing Nexus Model analyzes the income structure of jobs and their corresponding employee households, without assumptions as to where the employee households live.

Job impacts, like most types of impacts, occur irrespective of political boundaries. And like other types of impact analyses, such as traffic studies, impacts beyond political boundaries are experienced, are relevant, and are important. See the “Addendum: Additional Background on Specific Assumptions” at the end of this study for further discussion on this topic.

E. STRO Nexus Study Organization

The STRO Nexus Study is organized into the following components:

1. A discussion of the STRO prototypes utilized for both the Residential Nexus Scenario and the STRO Nexus Scenario.

2. A description of the IMPLAN model that is used in the Residential and STRO Nexus Scenarios to translate household income and visitor spending into the estimated number of jobs in retail, restaurants, and other sectors serving residents and visitors.
3. A description of the methodology utilized for the Residential Nexus Scenario. This includes an identification of the linkage between employment associated with household spending and the need for affordable housing. The cost of delivering this affordable housing is utilized to quantify the nexus impact of the Residential Nexus Scenario. The purpose of analyzing the Residential Nexus Scenario is to be able to subtract the existing affordable housing impact of the housing unit as a typical residential use from the impact created by an STRO use.
4. A description of the methodology utilized for the STRO Nexus Scenario. This includes an identification of the linkage between employment associated with visitor spending and direct employment of STRO units, and the need for affordable housing. The cost of delivering this affordable housing is utilized to quantify the nexus impact of the STRO Nexus Scenario.
5. Finally, the maximum supportable STRO Impact Fee is determined based on the difference between the Residential Nexus Impact and the STRO Nexus Impact.

F. Data Sources and Qualifications

The analyses in this study have been prepared using the best and most recent data available. Local and current data were used whenever possible. Sources such as the United States Census Bureau ("Census"), the American Community Survey of the Census, California Employment Development Department, the MLS, AirDNA, CIC Research, Inc., and information obtained from a number of STRO company websites were used extensively. Other sources and analyses are noted when used in the text and footnotes. While we believe all sources utilized are sufficiently accurate for the purposes of the STRO Nexus Study, we cannot guarantee their accuracy. KMA assumes no liability for information from these and other sources.

III. IDENTIFICATION OF SUBMARKETS AND STRO PROTOTYPES

The first step of the nexus study is to identify STRO prototypes that are representative of the STROs throughout the City.

A. Submarkets

The large geographic distribution of the City of San Diego leads to areas that are both socially and economically diverse. The variability in these demographics is also exhibited in the real estate dynamics affecting each neighborhood. Furthermore, some neighborhoods are more well-suited to attract visitors to San Diego, while other neighborhoods may not be as desirable for visitors. As such, KMA determined that it was not a suitable methodology to conduct one nexus study for the entirety of the City of San Diego. KMA and City staff agreed that it would be appropriate to conduct multiple nexus analyses based on a set of submarkets. The purpose of these submarkets is to account for the varying real estate dynamics and visitor demand exhibited by the diversity of the City of San Diego's neighborhoods. The following representative submarkets were identified for the purposes of the STRO Nexus Study:

- Downtown
- La Jolla
- Mission Beach
- Mission Valley
- North Park
- Pacific Beach
- Southeastern/Encanto

B. STRO Prototypes

Once the submarkets were determined, KMA undertook a market survey of STRO listings for each submarket to determine the most common types of units being utilized as STROs in each submarket. Based on this market survey and subsequent discussions with City staff, it was determined that KMA would analyze one STRO prototype per submarket which reflected an entire housing unit being utilized as an STRO (Whole Home STRO).

Whole Home STRO Prototypes

In Spring 2018, KMA undertook a market survey of STRO listings in each of the submarkets.⁴ The purpose of this market survey was to identify the most common type of housing unit advertised as an STRO as well as the number of bedrooms for each STRO. Based on this market survey, KMA identified the following Whole Home STRO prototypes for analysis in the STRO Nexus Study for each submarket. The prototypes were selected in an effort to reflect a broad range of locations, unit types, unit sizes, rental performance, and other key metrics.⁵

Table III-1: Whole Home STRO Prototypes		
Submarket	Unit Type	Bedroom
Downtown	Multi-Family Dwelling	1.0
La Jolla	Single-Family Dwelling	4.0
Mission Beach	Multi-Family Dwelling	2.0
Mission Valley	Multi-Family Dwelling	2.0
North Park	Single-Family Dwelling	2.0
Pacific Beach	Single-Family Dwelling	3.0
Southeastern/Encanto	Single-Family Dwelling	2.0

Home Share STRO Prototypes

In addition to the seven (7) Whole Home STRO Prototypes, the City was interested in analyzing STRO scenarios where only a portion of the housing unit would be utilized as an STRO (Home Share STRO). For example, one bedroom in a four-bedroom house is rented for STRO purposes; however, the owner of the housing unit resides on-site while the bedroom is being utilized as an STRO. For the purposes of the Home Share STRO Prototypes, KMA analyzed the following:

1. High-Market Home Share: A bedroom rented as an STRO in an area with a higher than average Home Share ADR.
2. Mid-Market Home Share: A bedroom rented as an STRO with an average Home Share ADR.

The High-Market Home Share prototype is based on a Home Share located in the La Jolla submarket. The Mid-Market Home Share is based on a Home Share located in the North Park submarket.

⁴ KMA utilized the following STRO companies for the market survey: Airbnb, VRBO, and TripAdvisor.

⁵ For the purposes of this study, "Multi-Family Dwelling" refers to owner-occupied units, such as condominiums. Apartment units were excluded from analysis in this study.

IV. RESIDENTIAL NEXUS SCENARIO

As indicated above, KMA conducted two nexus analyses for this STRO Nexus Study to arrive at an STRO Impact Fee. This section describes the Residential Nexus Scenario and the estimated maximum Residential Scenario Impact.

A. Market-Rate Units and Household Income

The Residential Nexus Scenario is based on an analysis of the STRO prototypes assuming that owner-occupied households reside in the housing unit on a permanent basis. The household incomes for each of the prototypes are estimated based on the income necessary to support the mortgage payments associated with market-rate residential units. This information serves as the basis for the input to the IMPLAN model described below. These are the starting points of the chain of linkages that connect household incomes to incremental demand for affordable residential units.

To estimate the household incomes of each prototype, it is necessary to determine the average sales price of each prototype unit. To do this, KMA undertook a market survey of the STRO prototypes in Spring 2018. The market survey utilized MLS data to obtain average unit sizes, average sales prices, and average homeowner association (HOA) fees for the prototype units. It is recognized that this method of using current resale values can overstate the prototype unit's household income, as an existing older household may have purchased the unit at a much lower price years ago. However, this overstatement of residential income effectively understates the difference with the STRO Nexus Scenario Impact, resulting in a more conservative estimate of maximum STRO Impact Fee levels.

It is important to note that the analysis of the residential prototypes is intended to reflect average or typical residential units utilized as STROs in each of the submarkets. It should be expected that specific STROs will vary from the specific residential prototypes analyzed in this study.

In summary, the STRO prototypes tested in the Residential Nexus Scenario for each submarket are shown in Table IV-1.

Table IV-1: STRO Prototypes				
Submarket	Unit Type	Number of Bedrooms	Unit Size	Sales Price
Downtown	Multi-Family Dwelling	1.0	800 SF	\$446,000
La Jolla	Single-Family Dwelling	4.0	3,100 SF	\$2,448,000
Mission Beach	Multi-Family Dwelling	2.0	1,020 SF	\$1,023,000
Mission Valley	Multi-Family Dwelling	2.0	1,050 SF	\$398,000
North Park	Single-Family Dwelling	2.0	980 SF	\$620,000
Pacific Beach	Single-Family Dwelling	3.0	1,700 SF	\$1,178,000
Southeastern/Encanto	Single-Family Dwelling	2.0	900 SF	\$358,000

B. Income of the Homeowner of STRO Prototype Units

The next step in the Residential Nexus Scenario is to estimate the income of the households in the residential prototypes.

To estimate the incomes of homeowners, KMA analyzed Freddie Mac's portfolio of mortgages originated for the purchase of primary residences within San Diego County.⁶ The data pertains to first quarter 2017, the most recent period available at the time the information was accessed.

As the first step in this analysis, KMA estimated that 35% of income is spent on housing-related expenses, which include mortgage payments, property taxes, HOA dues, maintenance, and insurance. This is reflective of the current averages exhibited in San Diego County and is consistent with criteria used by lenders to determine mortgage eligibility.⁷

KMA then applied purchase terms that are slightly less favorable than what can be achieved at the current time, since we are currently in a period of generationally low interest rates. The terms applied in this analysis can be summarized as follows:

⁶ The Freddie Mac information is presented in a three-digit zip code format. KMA extrapolated the zip codes that make up the City of San Diego.

⁷ The average debt to income ratio for the seven submarkets was approximately 38%. However, this ratio includes other forms of debt such as student loans, credit cards, and auto loans. This suggests that a ratio limited only to housing expenses would be less than 38%. Fannie Mae mortgage underwriting eligibility criteria establishes a debt to income threshold of 36%, above which tighter credit standards apply. A debt to income ratio of up to 45% is permitted for borrowers meeting specified credit criteria.

1. The mortgage is based on a 30-year fully amortizing loan at a 4.80% interest rate. This reflects the 10-year average of published mortgage interest rates; and it is approximately 0.25% higher than the rates published in June 2018.⁸
2. The down payment is set at 20% of the home purchase price. This is based on the median down payment for single family dwelling units and condominium purchases as principal residences in San Diego County.⁹

The estimated gross household incomes of the households of the prototypes are calculated in Appendix A – Tables 1A – G. The results are summarized in Table IV-2.

Table IV-2: Household Incomes	
Community	Household Income
Downtown	\$97,000
La Jolla	\$464,000
Mission Beach	\$199,000
Mission Valley	\$84,000
North Park	\$118,000
Pacific Beach	\$226,000
Southeastern/Encanto	\$72,000

C. Income Available for Expenditures

The input into the IMPLAN model used in this analysis is the net income available for expenditures. To arrive at income available for expenditures, gross income must be adjusted for Federal and State income taxes, contributions to Social Security and Medicare, savings, and payments on household debt. Per KMA correspondence with the producers of the IMPLAN model (IMPLAN Group LLC), other taxes including sales tax, gas tax, and property tax are handled internally within the model as part of the analysis of expenditures.

For input into the IMPLAN model, the percentage of income available for expenditures is set prior to deducting any housing-related costs. This is done to maintain consistency with the IMPLAN model, which defines housing costs as expenditures. The IMPLAN model addresses the fact that expenditures

⁸ Based on the Freddie Mac Primary Mortgage Market Survey weekly average rates for the West Region for 30-year fixed rate mortgages during the period from 2006 through 2015 (the most recent data). KMA applied a 0.25% interest rate premium for jumbo mortgages (over \$625,500).

⁹ Based on Freddie Mac data.

on housing do not generate employment to the degree other expenditures such as retail or restaurants do, but some limited maintenance and property management employment is generated.

Appendix A – Tables 2A - G presents the calculation of income available for expenditures.

The income available for expenditures is estimated based on a review of data from the Internal Revenue Service, the California Franchise Tax Board tax tables, and the United States Bureau of Economic Analysis. The assumptions applied in the analysis are as follows:

Per the Internal Revenue Service, the applicable Federal tax rates are as follows:

1. Households earning between \$70,000 and \$100,000 per year pay an average of 9% of gross income for Federal taxes;
2. Households earning between \$100,000 and \$200,000 per year pay an average of 12% of gross income for Federal taxes; and
3. Households earning between \$200,000 and \$500,000 per year pay an average of 19% of gross income for Federal taxes.

Per the California Franchise Tax Board, State taxes are estimated to range between 2% and 7% of gross income. The employee share of the FICA payroll taxes for Social Security and Medicare is set at the lesser of 7.65% of gross income or \$128,400, which is the ceiling on income subject to Social Security taxes.

Savings and repayment of household debt must also be factored into the estimate of the amount of income available for expenditures. Savings include various Individual Retirement Account (IRA) and 401(k) type programs, as well as non-retirement household savings and investments. Debt repayment includes auto loans, credit cards, and all other non-mortgage debt. Savings and debt repayment percentages are estimated as follows:

1. An 8% rate is used in this analysis for households earning less than \$150,000. This rate is based on the average over the past 20 years computed from the United States Bureau of Economic Analysis data.
2. Households earning more than \$150,000 are assumed to save a higher percentage (10% to 20%) of their income based on savings rates for the last 20 years from data published by the National Bureau of Economic Research.¹⁰

¹⁰ "Wealth Inequality in the United States Since 1913: Evidence from Capitalized Income Tax Data, "October 2014.

After taking the preceding deductions, the estimated incomes available for expenditures range from 49% to 73% of gross income. This is the factor used to adjust gross income to the income available for expenditures for input into the IMPLAN model.

A summary of the estimates of income available for expenditures is presented in Table IV-3.

Table IV-3: Household Incomes Available for Expenditures (Input to IMPLAN Model)	
Submarket	Household Income
Downtown	\$70,800
La Jolla	\$227,400
Mission Beach	\$129,400
Mission Valley	\$61,300
North Park	\$81,400
Pacific Beach	\$126,600
Southeastern/Encanto	\$52,600

The Residential Nexus is conducted on 100-unit building modules for ease of presentation. Appendix A – Tables 3A-G summarize the conclusions of this section, and calculate the household income for the 100-unit building modules. This is then inputted into the IMPLAN model.

D. The IMPLAN Model

Consumer spending by residents of housing units will create jobs, particularly in sectors such as retail and restaurants, which are closely connected to the expenditures of residents. The IMPLAN model is an economic analysis tool that is widely used to quantify these jobs by industry sector.¹¹

Application of the IMPLAN Model to Estimate Job Growth

The IMPLAN model was applied to link household income to household expenditures to job growth. As discussed previously, employment generated by the household income of residents is analyzed in modules of 100 residential units. The IMPLAN model distributes spending among various types of goods and services (industry sectors) based on data from the Consumer Expenditure Survey and the U.S. Bureau of Economic Analysis Benchmark Input-Output study to estimate the number of jobs that are generated.

¹¹ See Addendum for description of IMPLAN model.

Job creation, driven by increased demand for products and services, was projected for each of the industries that will serve the households. The estimated employment that would be generated by this new household spending is shown in Appendix B – Exhibits 1 – 9 – Table 1, and summarized in Table IV-4.

Table IV-4: Jobs Generated Per 100 Residential Units	
Submarket	Jobs Generated
Downtown	58.3
La Jolla	195.3
Mission Beach	108.1
Mission Valley	50.4
North Park	67.4
Pacific Beach	108.7
Southeastern / Encanto	43.3

Appendix B – Exhibits 1 – 9 – Table 1 provides a detailed summary of jobs generated by industry. The table shows projected jobs sorted by industry category. The Consumer Expenditure Survey published by the U.S. Bureau of Labor Statistics tracks expenditure patterns by income level. IMPLAN utilizes this data to reflect the pattern by income bracket.

Estimated employment is shown for each IMPLAN industry sector representing 1% or more of total employment. The jobs that are generated are heavily retail jobs, jobs in restaurants and other eating establishments, and in services that are provided locally. The jobs counted in the IMPLAN model cover all jobs, full- and part-time, similar to the Census and all reporting agencies, unless otherwise indicated.

E. The KMA Jobs-Housing Nexus Model

This section presents a summary of the analysis linking job growth associated with residential uses, based on the output of the IMPLAN model, to the estimated number of housing units required in each of three income categories. The results are presented for each of the residential prototypes for each submarket.

Analysis Approach and Framework

The analysis approach is to examine the job growth for industries related to consumer spending by residents in the 100-unit modules. Then, through a series of linkage steps, the number of employees is converted to households and housing units by income category. The findings are expressed in terms of numbers of affordable units per 100 market-rate units.

Table IV-5 shows the 2018 income limits for the three categories that were evaluated. The income categories used in the analysis are based on the income limits published by HCD.

Table IV-5: 2018 Income Limits for San Diego County					
Household Income Category (Percentage of AMI)	Household Size (Number of Persons)				
	1	2	3	4	5
Extremely Low (0% - 30%)	\$20,450	\$23,400	\$26,300	\$29,200	\$31,550
Very Low (Above 30% - 50%)	\$34,100	\$38,950	\$43,800	\$48,650	\$52,550
Low (Above 50% - 80%)	\$54,500	\$62,300	\$70,100	\$77,850	\$84,100

The KMA Jobs-Housing Nexus Model is conducted using a model that KMA developed and has applied to similar evaluations in many other jurisdictions. The model inputs are all local data to the extent possible, and are fully documented in the following description.

Analysis Steps

The analysis provided by the KMA model is presented in seven steps. A description of each step of the analysis follows.

- Step 1 – Estimate of Total New Employees (Appendix B – Exhibits 1 – 9 – Table 2)

The analysis commences with estimates of the total number of employees associated with the residential prototype units. The employees were estimated based on the number of jobs estimated by the IMPLAN model.

- Step 2 – Changing Industries Adjustment and Net New Employees (Appendix B – Exhibits 1 – 9 – Table 2)

The local economy, like that of the United States, is constantly evolving. In the San Diego Carlsbad Metropolitan Statistical Area (San Diego MSA), over the past 20 years, employment in various sectors of the economy has declined. However, jobs lost over the last decade in these declining sectors were replaced by job growth in other industry sectors. Long-term declines in employment experienced in some sectors of the economy mean that some of the jobs created in burgeoning industries are being filled by employees that have been displaced from another industry and who are presumed to already be housed locally. Recognizing that employees added in the community are not necessarily net new employees, this step in the analysis makes an adjustment to take these declines, changes, and shifts within all sectors of the economy into account.

To assist in making the adjustment, KMA analyzed data published by the California Employment Development Department annually for the San Diego MSA. For the previous five-year period (2013–2017), the San Diego region experienced no decline in industry. However, the San Diego region experienced an approximately 6% decline in industry over the previous 10-year period (2008–2017) and 20-year period (1998–2017). Based on the data analyzed, the long-term shifts in employment that have occurred in some sectors of the local economy, and the likelihood of continuing changes in the future, KMA applied a 6% downward adjustment for a decline in industries in this nexus study.

The impact of the 6% adjustment factor is the effective assumption that one in every 17 jobs will be filled by an employee down-sized from a declining industry and who already lives locally. This factor can be considered conservative given that some displaced employees may exit the work force entirely by retiring rather than seeking a new job in one of the new industries that have entered the community.

- Step 3 – Adjustment from Employees to Employee Households (Appendix B – Exhibits 1 – 9 – Table 2)

This step converts the number of employees to the number of employee households, recognizing that there is, on average, more than one employee per household. Thus, the number of housing units in demand for new employees must be reduced to reflect this fact.

The employees per household characteristic provides the link between the number of employees and the number of households associated with the net new employees. Employee households are defined as those households with one or more persons with work-related income, including the self-employed, as reported in the 2011-2013 American Community Survey of the Census. In other words, employee households are distinguished from total households in that the universe of employee households does not include elderly or other households in which members are retired or do not work for other reasons. Student households and unemployed households on public assistance are also excluded from the definition of employee households.

The number of employees per household in a given geographic area is a function of household size, labor force participation rate, and employment availability, as well as other factors. According to the 2011-2013 American Community Survey, the average number of employees per employee household in San Diego County was 1.77.

- Step 4 – Occupational Distribution of Employees (Appendix B – Exhibits 1 – 9 – Table 2)

The occupational breakdown of employees is the first step in the process of estimating income levels. The output from the IMPLAN model provides the number of employees by industry sector. The IMPLAN output is paired with data from the Department of Labor, Bureau of Labor Statistics May 2016 Occupational Employment Survey (OES) to estimate the occupational composition of employees for each industry sector.

Pairing of OES and IMPLAN data was accomplished by matching IMPLAN industry sector codes with the four-digit North American Industry Classification System Code (NAICS) used in the OES. Each IMPLAN industry sector is associated with one or more NAICS codes, with matching NAICS codes ranging from two to five digits. Employment for IMPLAN sectors with multiple matching NAICS codes was distributed among the matching codes based on distribution of employment among those industries at the national level. Employment for IMPLAN sectors where matching NAICS codes were only at the two- or three-digit level of detail was distributed using a similar approach, among all of the corresponding four-digit NAICS codes falling under the broader two- or three-digit categories. National-level employment totals for each industry within the OES were prorated to match the employment distribution projected using the IMPLAN model, which varies by income category. Occupational compensation within each industry was held constant. The result is the estimated occupation mix of employees, by income category.

As shown in Appendix B – Exhibits 1 – 9 – Table 2, employees are distributed across a variety of occupational categories.

- Step 5 – Estimates of Employee Households Meeting the Low Income Definitions (Appendix B – Exhibits 1 – 9 – Tables 3 – 5)

In this step, occupations are translated to employee incomes based on recent San Diego County wage and salary information from the California Employment Development Department.¹² The share of worker household by income is identified for each of the major occupation categories. The percentages and numbers of employee households are cross-tabulated by occupation and income, as shown in Table IV-6.

Table IV-6: Employee Households Meeting the Low Income Definition		
Income Category	Percent of AMI	Appendix B
Extremely Low Income	0% to 30% of AMI	Table 3
Very Low Income	Above 30% to 50% of AMI	Table 4
Low Income	Above 50% to 80% of AMI	Table 5

Individual employee income data was used to calculate the number of households that fall into the income categories by assuming that multiple earner households are, on average, formed of individuals with similar incomes. Employee households not falling into one of the major occupation categories are assumed to have the same income distribution as the major occupation categories as a whole.

- Step 6 – Distribution of Household Size and Number of Employees

¹² The wage and salary information is presented in Appendix C. The major occupations identified in Appendix C represent all workers regardless of income.

In this step, household size distribution was input into the model in order to estimate the income and household size combinations that meet the income categories for San Diego County. The household size distribution utilized in the analysis is that of employee households in San Diego County derived using American Community Survey (ACS) data. For example, four-person employee households can have one, two, three, or four employees in the household. The model uses ACS data to develop a distribution of the number of employees per employee household, by household size.

- Step 7 – Estimate of Number of Households that Meet Size and Income Criteria

Step 7 is the final step in the calculation of the number of employee households meeting the size and income criteria for the three income categories. The calculation methodology can be described as follows:

1. The percentage of employee households that would meet the income criteria at each potential household size and number of employees combination (Step 5), is combined with the probability of an employee household having a given household size and number of employees combination (Step 6).
2. The result is the estimated percentages of households that fall into each income category.
3. The estimated percentages are then multiplied by the estimated total number of households from Step 3 to arrive at the estimated number of households in each income category.

Appendix B – Exhibits 1 – 9 – Tables 6 shows the results produced by the KMA Jobs-Housing Nexus Model. The results are presented for each of the three income categories, resulting in a total count of employee households per 100 units.

Summary Findings

Appendix B – Exhibits 1 – 9 – Tables 6 presents the results for each of the residential prototypes. The table presents the number of households generated in each income category, and the total number of households earning more than 80% of the AMI.

The findings are summarized below. The tables show the total demand for affordable housing units per each new 100 market-rate units for each submarket. ¹³

¹³ The estimates are rounded to the nearest tenth. The sum of the column may not add to the total due to the rounding of each individual number.

Table IV-7: Estimate of Housing Demand

Household Income Category (Percentage of AMI)	Extremely Low 0% - 30%	Very Low > 30% - 50%	Low > 50% - 80%
Downtown	3.1	7.9	9.1
La Jolla	10.4	26.3	30.4
Mission Beach	5.3	13.2	15.2
Mission Valley	2.7	6.8	7.9
North Park	3.7	9.2	10.6
Pacific Beach	5.8	14.7	16.9
Southeastern/Encanto	2.3	5.8	6.8

As shown in the preceding tables, housing demand is distributed across the low income categories with the greatest number of households in the Very Low (above 30% to 50% of AMI) and Low (above 50% to 80% of AMI) income categories.

The finding that jobs associated with consumer spending tend to be low-paying jobs where the employees will require housing affordable at the low income levels (Extremely Low to Low) is not surprising. As noted above, direct consumer spending results in employment that is concentrated in lower paid occupations including food preparation, administrative, and retail sales.

F. Total Affordable Housing Nexus Costs

This section takes the conclusions from the previous section on the number of households in the Extremely Low, Very Low, and Low Income categories generated by the development of the residential prototypes, and estimates the total cost of assistance required to make housing affordable. This section puts a cost on the units at each income category to produce the “total affordable housing nexus cost.” This is done for each of the residential prototypes in each submarket.

Affordability Gap Scenarios

A key component of a residential nexus study is the size of the gap between what households can afford and the cost of producing additional housing in San Diego County; this is known as the “affordability gap.” The assumption is that the City will assist in the development of affordable units at development cost levels based on similar development projects and the City’s recent experience.

KMA conducted an affordability gap analysis, which is presented in Appendix D. For the Extremely Low Income and Very Low Income categories, it is assumed that Tax-Exempt Multifamily Bonds (Bonds) and

the automatically awarded 4% Low-Income Housing Tax Credits (Tax Credits) will be available. KMA did not assume that the Extremely Low and Very Low Income units could be financed with 9% Low Income Housing Tax Credits due to the highly competitive nature of this funding source. For the Low Income category, KMA estimated warranted investment based on a developer's target Return on Investment. The resulting affordability gaps per affordable unit are presented in Table IV-8.

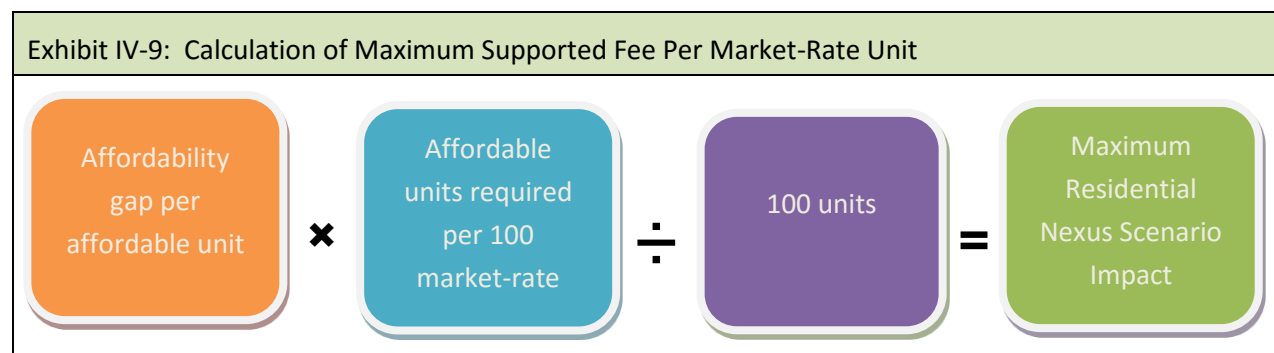
Table IV-8: Affordability Gaps Per Affordable Unit	
Extremely Low Income	(\$241,000)
Very Low Income	(\$177,000)
Low Income	(\$209,000)

Total Affordable Housing Nexus Costs

To summarize, previous steps in the Residential Nexus Scenario estimated the following:

1. The demand for affordable housing units created by the residential prototypes; and
2. The affordability gaps associated with providing housing for the various income categories

The total nexus cost per market-rate unit is equal to the affordability gap times the number of affordable units demanded per new market-rate unit.



The resulting Residential Nexus Scenario Impact for each of the residential prototypes in each submarket is presented in Appendix B – Exhibits 1 – 9 – Table 7 and summarized in Table IV-10.

Table IV-10: Total Residential Impact per Unit – Whole Home				
Submarket	Extremely Low Income	Very Low Income	Low Income	Total Residential Impact
Downtown	\$7,500	\$13,900	\$19,100	\$40,500
La Jolla	\$25,100	\$46,600	\$63,400	\$135,100
Mission Beach	\$12,800	\$23,300	\$31,800	\$67,900
Mission Valley	\$6,500	\$12,000	\$16,500	\$35,000
North Park	\$8,900	\$16,200	\$22,100	\$47,200
Pacific Beach	\$14,000	\$26,000	\$35,300	\$75,300
Southeastern/Encanto	\$5,500	\$10,300	\$14,200	\$30,000

As indicated above, the maximum supportable STRO impact fee is the difference between Residential Nexus Scenario Impact and the STRO Nexus Scenario Impact described in following section.

V. STRO NEXUS

As noted above, the STRO Impact Fee is equal to the differential between the impact estimated from the Residential Nexus Scenario analysis and the impact estimated from the STRO Nexus Scenario analysis. For the STRO Nexus Scenario analysis, KMA utilized the same prototypes as used in the Residential Nexus Scenario analysis.

A. STRO Visitor Spending

The first step of the STRO Nexus Scenario is to estimate the visitor spending for each STRO prototype. KMA obtained 2015 per-visitor, per-day spending estimates from CIC Research, Inc. for visitors to San Diego County with hotel accommodations.¹⁴ Per CIC Research, Inc., the average travel group size for visitors with hotel accommodations was 2.2 persons. After adjusting for inflation and the number of visitors per hotel room, KMA estimates San Diego County visitor spending per room per day as shown in Table V-1.

Table V-1: Visitor Spending			
	Spending Per Visitor (2015 Dollars)	Spending Per Visitor (2017 Dollars)	Spending Per Hotel Room (2017 Dollars)
Lodging	\$82	\$86	\$189
Meals/Beverages	\$44	\$46	\$101
Retail Shopping/Other	\$22	\$23	\$51
Admissions	\$18	\$19	\$43
Local Transportation	\$11	\$12	\$26
Groceries Convenience	\$5	\$5	\$12
Subtotal Visitor Spending excluding Lodging			\$232
Total Spending Per Day	\$182	\$191	\$421

The next step required in the STRO Nexus Scenario analysis is to vary visitor spending per submarket and per STRO prototype. To accomplish this, KMA first conducted a market survey to estimate the average daily rates (ADRs) for each of the STRO prototypes.¹⁵ The ADRs for each of the STRO prototypes was

¹⁴ 2015 is the most recent visitor spending data available. KMA adjusted spending estimates to 2017 dollars based on the Consumer Price Index for All Urban Consumers for San Diego. 2017 was the most recent "full year" available for Consumer Price Index data.

¹⁵ KMA utilized data provided by AirDNA to estimate annual weighted average STRO average daily rates.

then compared to the average visitor spending spent on lodging for San Diego County (County ADR) (Table I-9). Table V-2 summarizes the differentials between the County ADR and each STRO ADR.

Table V-2: ADR Differentials			
Submarket	STRO ADR	County ADR	ADR Differential (STRO ADR as % of County ADR)
Downtown	\$159	\$189	84%
La Jolla	\$749	\$189	396%
Mission Beach	\$323	\$189	171%
Mission Valley	\$204	\$189	108%
North Park	\$166	\$189	88%
Pacific Beach	\$366	\$189	194%
Southeastern/Encanto	\$156	\$189	83%
High-Market Home Share	\$107	\$189	56%
Mid-Market Home Share	\$67	\$189	36%

The next step in the STRO Nexus Scenario is to vary visitor spending of the non-lodging categories by the ADR differential estimated above. Similar to the Residential Nexus Scenario, the STRO spending is then multiplied by 100 STRO units in order to avoid small fractions in the nexus analysis. The final results are divided by 100 at the end of the nexus study before calculating the STRO Scenario Impact. It is important to note that for the purposes of the STRO Nexus Scenario, it is assumed that the STROs are operating at 100% occupancy – or 365 days per year. The purpose of this assumption is to ensure that the results of the nexus study can be implemented on a nightly basis. The STRO spending is summarized in Table V-3.

Table V-3: Annual Visitor Spending for 100 STROs				
Submarket	County Spending per Day	ADR Differential	Adjusted STRO Spending	Annual Spending for 100 STROs
Downtown	\$232	84%	\$195	\$7,134,000
La Jolla	\$232	396%	\$919	\$33,538,000
Mission Beach	\$232	171%	\$397	\$14,477,000
Mission Valley	\$232	108%	\$250	\$9,123,000
North Park	\$232	88%	\$204	\$7,439,000
Pacific Beach	\$232	194%	\$450	\$16,411,000
Southeastern/Encanto	\$232	83%	\$192	\$7,008,000

The next step involves inputting the STRO spending into IMPLAN to estimate the number of jobs generated by each STRO prototype. This step requires the spending categories provided by CIC Research, Inc. to be converted to corresponding IMPLAN codes. A detailed breakdown of the visitor spending allocated by IMPLAN code can be found in Appendix E. Table V-4 summarizes the allocation of visitor spending per IMPLAN code.

Table V-4: Allocation of Visitor Spending by IMPLAN Code		
CIC Categories	IMPLAN Categories	% of Spending Category
Meals / Beverages	Full Service Restaurants	50%
	Limited Service Restaurants	25%
	All Other Food and Drinking Places	25%
Retail Shopping / Other	Health and Personal Care Stores	25%
	Clothing and Accessory Stores	25%
	General Merchandise Stores	25%
	Miscellaneous Store Retailers	25%
Admissions	Amusement Parks and Arcades	40%
	Museums, Historical Sites, Zoos, Parks	40%
	Other Amusement and Recreation	20%
Local Transportation	Transit and Ground Passenger Transportation	100%
Groceries / Convenience Retail	Food and Beverage Stores	100%

Similar to the Residential Nexus Scenario, the IMPLAN model was applied to link spending to jobs occurring in San Diego County.

Direct Jobs – Whole Home Prototypes

It is assumed that the Whole Home STRO prototypes will generate direct jobs in addition to the jobs generated from STRO visitor spending. As a conservative assumption, KMA focused on a select number of identifiable direct jobs including property managers, housecleaners, landscapers, maintenance and repair workers, office and administrative support workers, and supervisors. However, it is likely that additional direct jobs would be generated in occupations outside of the selected fields. KMA utilized the following assumptions to estimate the number of direct jobs generated by each STRO prototype:

1. One property manager per 100 STRO listings.
2. The number of house cleaners is estimated based on the following:
 - a. The number of hours it takes to clean each STRO prototype based on a survey of home cleaning companies (3 hours for one-bedroom units to 5 hours for four-bedroom units).
 - b. An average length of stay of 3.5 days.
 - c. A full-time house cleaner works 2,000 hours per year.
 - d. Managers and supervisors are equal to 10% of the estimated number of full-time house cleaners.
3. The number of landscapers is estimated based on the following assumptions:
 - a. The number of hours per week it takes to landscape each STRO prototype (2 hours for 1-2 bedroom units and 4 hours for 3-4 bedroom units)
 - b. A full-time landscaper works 2,000 hours per year.
 - c. Managers and supervisors are equal to 10% of the estimated number of full-time landscapers.
4. Maintenance and repair workers are equal to 20% of the estimated number of house cleaners.
5. Office and administrative support workers are equal to 20% of managers and supervisors.

Table V-5 summarizes the number of direct jobs generated by each STRO prototype.

Table V-5: Direct Jobs Generated Per 100 STRO Units – Whole Homes	
Submarket	Jobs Generated
Downtown	11.5
La Jolla	24.2
Mission Beach	13.3
Mission Valley	13.3
North Park	16.2
Pacific Beach	20.8
Southeastern/Encanto	16.2

The total direct jobs estimated in this step are then added to the jobs generated from STRO visitor spending above, and run through KMA Jobs-Housing Nexus Model.

Estimate Household Income of STRO Direct Employees

The next step is to estimate the household incomes of the direct STRO jobs. Using the breakdown of direct jobs estimated above, KMA estimated the total worker income based on occupation codes and the associated average salaries. These household incomes were run through the Jobs-Housing Nexus Model in the same manner described in the Residential Nexus Scenario methodology.

The total jobs anticipated to be generated by the STRO spending and direct employees is summarized in Table V-6.

Table V-6: Jobs Generated Per 100 STRO Units – Whole Homes			
Submarket	Direct Jobs	STRO Spending	Total Jobs Generated
Downtown	11.5	125.0	136.5
La Jolla	24.2	580.7	604.9
Mission Beach	13.3	251.3	264.6
Mission Valley	13.3	159.4	172.7
North Park	16.2	131.1	147.3
Pacific Beach	20.8	286.0	306.8
Southeastern/Encanto	16.2	123.7	139.9

Home Share Prototypes

For the purposes of the Home Share Prototypes, KMA assumes that the direct jobs outlined above for the Whole Home Prototypes will be undertaken by the homeowners residing in the Home Share STRO prototypes. As such, no additional direct jobs are included in the analysis of the Home Share STRO prototypes.

Table V-7: Jobs Generated Per 100 STRO Units – Home Shares	
Submarket	Jobs Generated
High-Market Home Share	98.3
Mid-Market Home Share	65.8

However, KMA assumes that the revenue generated from the Home Share bedrooms will be directly attributed to the household of the homeowner. As such, KMA estimated the annual STRO Revenue for the two Home Share prototypes as shown in Table V-8.

Table V-8: Estimated STRO Revenue of Home Share Prototypes		
	High-Market Home Share	Mid-Market Home Share
ADR	\$107	\$67
Total Nights	365	365
Multiplied by 100 Units	100	100
Total Revenue for Nexus Model	\$3,905,500	\$2,445,500

To summarize, the following are the inputs into the KMA Jobs-Housing Nexus Model for the Whole Home prototypes:

- The jobs generated from the STRO visitor spending;
- The direct jobs generated by the STRO use; and
- The estimated household incomes of the STRO direct employees

Similarly, the following are the inputs into the KMA Jobs-Housing Nexus Model for the Home Share prototypes:

- The jobs generated from the STRO visitor spending; and
- The revenue generated from the STRO use

The KMA Jobs-Housing Nexus Model is then used to quantify the compensation levels of the employees filling these jobs and the income of the employee households. The output of the KMA model is the estimated number of employee households per income category attributable to the prototype units in each submarket.

Table V-9 provides the number of employee households with incomes between 0% and 80% of AMI for each STRO prototype.

Table V-9: Employee Households Earning up to 80% of AMI Per 100 STRO Units	
Submarket	Employee Households
Downtown	59.3
La Jolla	258.8
Mission Beach	115.1
Mission Valley	75.1
North Park	64.0
Pacific Beach	133.2
Southeastern/Encanto	60.8
High-Market Home Share	40.0
Mid-Market Home Share	27.2

Maximum STRO Nexus Scenario Impact

The last step in the STRO Nexus Scenario analysis puts a dollar amount on the cost of mitigating the affordable housing impacts. The conclusions of the nexus study, expressed as the number of employee households by income category, are linked to the cost of delivering housing to the households in need. Each income category is associated with a subsidy needed to produce and deliver a unit at the specified affordability level. As noted above, the estimated affordability gaps, per affordable unit, for the three income categories being evaluated are presented in Table V-10.

Table V-10: Affordability Gaps per Affordable Unit	
Extremely Low Income (0 to 30% AMI)	(\$241,000)
Very Low Income (30% to 50% AMI)	(\$177,000)
Low Income (50% to 80% AMI)	(\$209,000)

The affordability gap conclusions for each income category are linked to the number of affordable units required as a result of the STRO Nexus Scenario prototypes, and then divided into 100-unit increments. This calculation results in the total STRO Nexus Scenario Impacts per STRO, which are presented in Table V-11.

Table V-11: Total STRO Impact per Unit				
Submarket	Extremely Low Income	Very Low Income	Low Income	Total STRO Impact
Downtown	\$27,200	\$41,800	\$50,900	\$119,900
La Jolla	\$119,300	\$181,200	\$223,400	\$523,900
Mission Beach	\$53,100	\$81,000	\$98,800	\$232,900
Mission Valley	\$34,600	\$53,000	\$64,400	\$152,000
North Park	\$29,200	\$45,200	\$54,900	\$129,300
Pacific Beach	\$61,000	\$93,800	\$114,500	\$269,300
Southeastern/Encanto	\$27,700	\$43,000	\$52,200	\$122,900
High-Market Home Share	\$16,800	\$28,300	\$35,700	\$80,800
Mid-Market Home Share	\$12,200	\$19,000	\$23,700	\$54,900

VI. MAXIMUM FEE LEVELS

Table VI-1 summarizes the impact estimated from the Residential Nexus Scenario.

Table VI-1: Total Residential Impact per Unit – Whole Home				
Submarket	Extremely Low Income	Very Low Income	Low Income	Total Residential Impact
Downtown	\$7,500	\$13,900	\$19,100	\$40,500
La Jolla	\$25,100	\$46,600	\$63,400	\$135,100
Mission Beach	\$12,800	\$23,300	\$31,800	\$67,900
Mission Valley	\$6,500	\$12,000	\$16,500	\$35,000
North Park	\$8,900	\$16,200	\$22,100	\$47,200
Pacific Beach	\$14,000	\$26,000	\$35,300	\$75,300
Southeastern/Encanto	\$5,500	\$10,300	\$14,200	\$30,000

Table VI-2 summarizes the impact estimated from the STRO Nexus Scenario.

Table VI-2: Total STRO Impact per Unit				
Submarket	Extremely Low Income	Very Low Income	Low Income	Total STRO Impact
Downtown	\$27,200	\$41,800	\$50,900	\$119,900
La Jolla	\$119,300	\$181,200	\$223,400	\$523,900
Mission Beach	\$53,100	\$81,000	\$98,800	\$232,900
Mission Valley	\$34,600	\$53,000	\$64,400	\$152,000
North Park	\$29,200	\$45,200	\$54,900	\$129,300
Pacific Beach	\$61,000	\$93,800	\$114,500	\$269,300
Southeastern/Encanto	\$27,700	\$43,000	\$52,200	\$122,900
High-Market Home Share	\$16,800	\$28,300	\$35,700	\$80,800
Mid-Market Home Share	\$12,200	\$19,000	\$23,700	\$54,900

The maximum STRO Impact Fee is based on the difference in the estimated impact between the Residential Nexus Scenario and the STRO Nexus Scenario. This “Impact Differential” is subsequently divided by 55 years and then divided by 365 nights to arrive at the maximum supportable nightly STRO Impact Fee. The reason for dividing by 55 years is to reflect the typical length of time an affordability covenant is placed on the City’s affordable housing units. Dividing by 365 nights allows for the “Impact Differential” to be expressed on an occupied per-night basis, thereby not overstating impacts, or overcharging the fee level. Table VI-3 summarizes the maximum supportable STRO Impact Fees.

Table VI-3: Maximum Supportable STRO Fee				
Submarket	Total Residential Nexus Impact	Total STRO Nexus Impact	Impact Differential	Maximum Supportable STRO Nightly Fee ¹
Downtown	\$40,500	\$119,900	\$79,400	\$3.96
La Jolla	\$135,100	\$523,900	\$388,800	\$19.37
Mission Beach	\$67,900	\$232,900	\$165,000	\$8.22
Mission Valley	\$35,000	\$152,000	\$117,000	\$5.83
North Park	\$47,200	\$129,300	\$82,100	\$4.09
Pacific Beach	\$75,300	\$269,300	\$194,000	\$9.66
Southeastern / Encanto	\$30,000	\$122,900	\$92,900	\$4.63
High-Market Home Share	\$0	\$80,800	\$80,800	\$4.02
Mid-Market Home Share	\$0	\$54,900	\$54,900	\$2.73
¹ Reflects STRO Impact Fee divided by 55 years and then divided by 365 nights.				

VII. ADDENDUM: ADDITIONAL BACKGROUND ON SPECIFIC ASSUMPTIONS

This Addendum provides a discussion of various specific factors and assumptions related to the nexus concept. This discussion supplements the overview provided in previous sections of the study.

A. IMPLAN Model Description

The IMPLAN model is an economic analysis software package now commercially available through the IMPLAN Group, LLC. IMPLAN was originally developed by the United States Forest Service, the Federal Emergency Management Agency, and the United States Department of the Interior Bureau of Land Management. The model has been in use since 1979 and has been refined over time. It has become a widely used tool for analyzing economic impacts for a broad range of applications from major construction projects to natural resource programs.

IMPLAN is based on an input-output accounting of commodity flows within an economy from producers to intermediate and final consumers. The model establishes a matrix of supply chain relationships between industries, and also between households and the producers of household goods and services. Assumptions about the portion of inputs or supplies for a given industry likely to be met by local suppliers and the portion supplied from outside the region or study area are derived internally within the model using data on the industrial structure of the region.

The output or result of the model is generated by tracking changes in purchases for final use or final demand as they filter through the supply chain. Industries that produce goods and services for final demand or consumption must purchase inputs from other producers. These producers in turn purchase goods and services. The model tracks these relationships through the economy to the point where leakages from the region stop the cycle. This allows the user to identify how a change in demand for one industry will affect a list of over 400 other industry sectors. The projected response of an economy to a change in final demand can be viewed in terms of economic output, employment, or income.

Data sets are available for each county and state, so the model can be tailored to the specific economic conditions of the region being analyzed. This analysis utilizes the data set for San Diego County. As will be discussed, much of the employment impact is in local-serving sectors, such as retail, eating and drinking establishments, and medical services. A significant portion of these jobs will be located in each submarket or nearby. In addition, the employment impacts will extend throughout San Diego County and beyond based on where jobs are located that serve residents of each submarket. San Diego County is part of the larger Southern California region's economy, and impacts will likewise extend throughout the region.

B. Addressing the Housing Needs of a New Population versus the Existing Population

An assumption of this STRO Nexus Study is that there is currently no excess supply of affordable housing available to absorb or offset new demand. Therefore, new affordable units are needed to mitigate the new affordable housing demand generated by an increase in jobs.

The City has documented that the housing needs of existing low income households are not currently being met. The existing housing shortage, especially at the lowest income levels, is manifested in numerous ways such as residents paying far more than the affordable rent set forth in Federal and State guidelines, overcrowding, and other factors that are extensively documented by the Census and other reports.

Local analyses of housing conditions indicate that new housing affordable to low income households is not being added to the supply in sufficient quantity to meet the needs of new employee households. If significant numbers of units were being added to the supply to accommodate the Extremely Low to Low Income groups, or if residential units in San Diego County were experiencing higher than typical long-term vacancy levels, particularly in affordable units, then the need for new units would be questionable.

C. Economic Cycles

In the context of economic downturns such as the late 2000s severe recession, the question is sometimes raised as to whether there is excess capacity in the labor force that will be absorbed by existing jobs and employees, thus resulting in fewer net new jobs. In response, it is important to understand that a nexus study of this nature is intended to support the imposition of a one-time fee that addresses the impacts generated over the 55-year affordability period for affordable housing units. Short-term conditions, such as a recession or a vigorous boom period, are not appropriate bases for estimating impacts over the length of the affordability covenant. These cycles can produce impacts that are higher or lower on a temporary basis.

D. The Burden of Paying for Affordable Housing

The City's potential STRO Impact Fee program will not place all of the burden for the creation of affordable housing on owners of residential units used for STRO purposes. The burden of affordable housing is borne by many sectors of the economy and society. A significant source of affordable housing funding is provided by the Federal government in the form of the Low Income Housing Tax Credit and tax-exempt bonds. Additionally, there are other Federal grant and loan programs, administered by HUD, and State programs, which are administered by HCD. Much of the State funding is provided by voter-approved bond measures paid for by all Californians. Local governments play a large role in affordable housing. In addition, private sector lenders play an important role, some voluntarily and

others less so with the requirements of the Community Reinvestment Act. Then there is the non-profit sector, both sponsors and developers that build much of the affordable housing.

In summary, all levels of government and many private parties, for profit and non-profit, contribute to supplying affordable housing. Owners of STRO units are not being asked to bear the burden alone, any more than they are assumed to be the only source of demand or cause for needing affordable housing in our communities. Based on past experience, an affordable housing impact fee program will fund only a small percentage of the affordable housing needed in San Diego County.

APPENDIX A - Household Income Analysis

Short Term Rental Nexus Study

APPENDIX A - TABLE 1A
RESIDENTIAL USE SCENARIO: DOWNTOWN MULTI-FAMILY DWELLING
SALES PRICE TO INCOME RATIO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL USE SCENARIO			
<i>Multi-Family Dwelling</i>			
Sales Price	\$558 /SF	800 SF ¹	\$446,000 ¹
Mortgage Payment			
Downpayment @ 20%		20% ²	\$89,200
Loan Amount			\$356,800
Interest Rate			4.80% ³
Term of Mortgage (Years)			30
Annual Mortgage Payment	\$1,900 /month		\$22,500
Other Costs			
Property Taxes	1.17% of sales price	⁴	\$5,217
Maintenance / HOA Dues	\$475 per month	¹	\$5,700
Homeowner Insurance	0.10% of sales price	⁵	\$400
Total Annual Housing Cost	\$2,800 /month		\$33,817
% of Income Spent on Housing			35% ⁶
Annual Household Income Required			\$97,000
Sales Price to Income Ratio			4.6

Notes

¹ Based on KMA Market Survey.

² Based on the Single Family Loan-Level Dataset published by Freddie Mac for loans issued in the 1st Quarter of 2017.

³ Average mortgage interest rate for prior 10 years derived from Freddie Mac Primary Mortgage Market Survey, West Region. Based on weekly average rates for 30-year fixed rate mortgages during the period from 1/2006 through 12/2015.

⁴ Property tax rate is inclusive of ad valorem taxes and applicable voter approved rates, fixed charges, and assessments for the jurisdiction indicated. Estimated per County of San Diego Office of Property Tax Services.

⁵ Based on KMA experience.

⁶ Ratio is consistent with Fannie Mae mortgage underwriting eligibility criteria which establishes a debt to income threshold of 36%, above which tighter credit standards apply. A debt to income ratio of up to 45% is permitted for borrowers meeting specified credit criteria. Ratio is also consistent with the California Health and Safety Code standard for relating income to housing costs for ownership units. Freddie Mac data on new purchase loans originated in zip codes corresponding to the submarkets analyzed for the 1st Quarter of 2017 indicates an average debt to income ratio of 38%. However, most households have other forms of debt such as credit cards, student loans, and auto loans that are included as part of this ratio. Thus, a ratio solely considering housing costs would be lower.

APPENDIX A - TABLE 2A

INCOME AVAILABLE FOR EXPENDITURES¹
DOWNTOWN
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO
	<i>Multi-Family Dwelling Household Income</i>	<i>STR Direct Employee Household Income</i>
Gross Income	100%	100%
<u>Less:</u>		
Federal Income Taxes ²	9.0%	9.0%
State Income Taxes ³	3%	1%
FICA Tax Rate ⁴	7.65%	7.65%
Savings & other deductions ⁵	8%	8%
Percent of Income Available for Expenditures⁶ [Input to IMPLAN model]	73%	74%

Notes:

- ¹ Gross income after deduction of taxes and savings. Income available for expenditures is the input to the IMPLAN model which is used to estimate the resulting employment impacts. Housing costs are not deducted as part of this adjustment step because they are addressed separately as expenditures within the IMPLAN model.
- ² Reflects average tax rates (as opposed to marginal) based on U.S. Internal Revenue Services, Tax Statistics, Tables 1.1 and 2.1 for 2014. Homeowners are assumed to itemize deductions. Renter households are assumed to take the standard deduction. Tax rates reflect averages for applicable income range.
- ³ Average tax rate estimated by KMA based on marginal rates per the California Franchise Tax Board and ratios of taxable income to gross income estimated based on U.S. Internal Revenue Service data.
- ⁴ For Social Security and Medicare. Social Security taxes estimated based upon the current ceiling on applicability of Social Security taxes of \$128,400 (ceiling applies per earner not per household) and the average number of earners per household.
- ⁵ Household savings including retirement accounts like 401k / IRA and other deductions such as interest costs on credit cards, auto loans, etc, necessary to determine the amount of income available for expenditures. The 8% rate used in the analysis for households earning less than \$150,000 is based on the average over the past 20 years computed from U.S. Bureau of Economic Analysis data, specifically the National Income and Product Accounts, Table 2.1 "Personal Income and Its Disposition." Households earning more than \$150,000 are assumed to save a higher percentage of their income, based on savings rates for the last 20 years from data published by the National Bureau of Economic Research, "Wealth Inequality in the United States Since 1913: Evidence From Capitalized Income Tax Data," October 2014.
- ⁶ Deductions from gross income to arrive at the income available for expenditures are consistent with the way the IMPLAN model and National Income and Product Accounts (NIPA) defines income available for personal consumption expenditures. Income taxes, contributions to Social Security and Medicare, and savings are deducted; however, property taxes and sales taxes are not. Housing costs are not deducted as part of the adjustment because they are addressed separately as expenditures within the IMPLAN model.

APPENDIX A - TABLE 3A
FOR SALE PROTOTYPES: SALES PRICE TO INCOME SUMMARY
DOWNTOWN
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

		Per Unit	Per Sq.Ft.	100 Unit Building Module (Per 100 Units)
RESIDENTIAL USE SCENARIO: MULTI-FAMILY DWELLING HOUSEHOLD INCOME				
Units				100 Units
Sales Price		\$446,000	\$558	\$44,600,000
Sales Price to Income Ratio		4.6		4.6
Gross Household Income		\$97,000		\$9,700,000
Income Available for Expenditure ¹	73% of gross	\$70,800		\$7,080,000
STR NEXUS SCENARIO: STR DIRECT EMPLOYEE HOUSEHOLD INCOME				
Units				100 Units
Gross STR Direct Employee Household Income				\$387,986
Income Available for Expenditure ¹	74% of gross	\$2,900		\$290,000

Notes:

- ¹ Represents net income available for expenditures after income tax, payroll taxes, and savings. See Appendix A - Table 2A for derivation.

Source: Appendix A - Tables 1 - 2.

APPENDIX A - TABLE 1B
RESIDENTIAL USE SCENARIO: LA JOLLA SINGLE-FAMILY DWELLING
SALES PRICE TO INCOME RATIO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL USE SCENARIO			
<i>Single-Family Dwelling</i>			
Sales Price	\$790 /SF	3,100 SF ¹	\$2,448,000 ¹
Mortgage Payment			
Downpayment @ 20%		20% ²	\$489,600
Loan Amount			\$1,958,400
Interest Rate			5.05% ³
Term of Mortgage (Years)			30
Annual Mortgage Payment	\$10,600 /month		\$126,900
Other Costs			
Property Taxes	1.17% of sales price	⁴	\$28,634
Maintenance / HOA Dues	\$150 per month	¹	\$1,800
Homeowner Insurance	0.20% of sales price	⁵	\$4,900
Total Annual Housing Cost	\$13,500 /month		\$162,234
% of Income Spent on Housing			35% ⁶
Annual Household Income Required			\$464,000
Sales Price to Income Ratio			5.3

Notes

¹ Based on KMA Market Survey.

² Based on the Single Family Loan-Level Dataset published by Freddie Mac for loans issued in the 1st Quarter of 2017.

³ Average mortgage interest rate for prior 10 years derived from Freddie Mac Primary Mortgage Market Survey, West Region. Based on weekly average rates for 30-year fixed rate mortgages during the period from 1/2006 through 12/2015. Includes a 0.25% premium to reflect the non-conforming

⁴ Property tax rate is inclusive of ad valorem taxes and applicable voter approved rates, fixed charges, and assessments for the jurisdiction indicated. Estimated per County of San Diego Office of Property Tax Services.

⁵ Based on KMA experience.

⁶ Ratio is consistent with Fannie Mae mortgage underwriting eligibility criteria which establishes a debt to income threshold of 36%, above which tighter credit standards apply. A debt to income ratio of up to 45% is permitted for borrowers meeting specified credit criteria. Ratio is also consistent with the California Health and Safety Code standard for relating income to housing costs for ownership units. Freddie Mac data on new purchase loans originated in zip codes corresponding to the submarkets analyzed for the 1st Quarter of 2017 indicates an average debt to income ratio of 38%. However, most households have other forms of debt such as credit cards, student loans, and auto loans that are included as part of this ratio. Thus, a ratio solely considering housing costs would be lower.

APPENDIX A - TABLE 2B

INCOME AVAILABLE FOR EXPENDITURES¹

LA JOLLA

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO
	<i>Single-Family Dwelling Household Income</i>	<i>STR Direct Employee Household Income</i>
Gross Income	100%	100%
<u>Less:</u>		
Federal Income Taxes ²	18.9%	9.0%
State Income Taxes ³	7%	1%
FICA Tax Rate ⁴	5.39%	7.65%
Savings & other deductions ⁵	20%	8%
Percent of Income Available for Expenditures⁶ [Input to IMPLAN model]	49%	74%

Notes:

- ¹ Gross income after deduction of taxes and savings. Income available for expenditures is the input to the IMPLAN model which is used to estimate the resulting employment impacts. Housing costs are not deducted as part of this adjustment step because they are addressed separately as expenditures within the IMPLAN model.
- ² Reflects average tax rates (as opposed to marginal) based on U.S. Internal Revenue Services, Tax Statistics, Tables 1.1 and 2.1 for 2014. Homeowners are assumed to itemize deductions. Renter households are assumed to take the standard deduction. Tax rates reflect averages for applicable income range.
- ³ Average tax rate estimated by KMA based on marginal rates per the California Franchise Tax Board and ratios of taxable income to gross income estimated based on U.S. Internal Revenue Service data.
- ⁴ For Social Security and Medicare. Social Security taxes estimated based upon the current ceiling on applicability of Social Security taxes of \$128,400 (ceiling applies per earner not per household) and the average number of earners per household.
- ⁵ Household savings including retirement accounts like 401k / IRA and other deductions such as interest costs on credit cards, auto loans, etc, necessary to determine the amount of income available for expenditures. The 8% rate used in the analysis for households earning less than \$150,000 is based on the average over the past 20 years computed from U.S. Bureau of Economic Analysis data, specifically the National Income and Product Accounts, Table 2.1 "Personal Income and Its Disposition." Households earning more than \$150,000 are assumed to save a higher percentage of their income, based on savings rates for the last 20 years from data published by the National Bureau of Economic Research, "Wealth Inequality in the United States Since 1913: Evidence From Capitalized Income Tax Data," October 2014.
- ⁶ Deductions from gross income to arrive at the income available for expenditures are consistent with the way the IMPLAN model and National Income and Product Accounts (NIPA) defines income available for personal consumption expenditures. Income taxes, contributions to Social Security and Medicare, and savings are deducted; however, property taxes and sales taxes are not. Housing costs are not deducted as part of the adjustment because they are addressed separately as expenditures within the IMPLAN model.

APPENDIX A - TABLE 3B
FOR SALE PROTOTYPES: SALES PRICE TO INCOME SUMMARY
LA JOLLA
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

		Per Unit	Per Sq.Ft.	100 Unit Building Module (Per 100 Units)
RESIDENTIAL USE SCENARIO: SINGLE-FAMILY DWELLING HOUSEHOLD INCOME				
Units				100 Units
Sales Price		\$2,448,000	\$790	\$244,800,000
Sales Price to Income Ratio		5.3		5.3
Gross Household Income		\$464,000		\$46,400,000
Income Available for Expenditure ¹	49% of gross	\$227,400		\$22,740,000
STR NEXUS SCENARIO: STR DIRECT EMPLOYEE HOUSEHOLD INCOME				
Units				100 Units
Gross STR Direct Employee Household Income				\$788,946
Income Available for Expenditure ¹	74% of gross	\$5,800		\$580,000

Notes:

- ¹ Represents net income available for expenditures after income tax, payroll taxes, and savings. See Appendix A - Table 2B for derivation.

Source: Appendix A - Tables 1 - 2.

APPENDIX A - TABLE 1C
RESIDENTIAL USE SCENARIO: MISSION BEACH MULTI-FAMILY DWELLING
SALES PRICE TO INCOME RATIO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL USE SCENARIO			
<i>Multi-Family Dwelling</i>			
Sales Price	\$1,003 /SF	1,020 SF ¹	\$1,023,000 ¹
Mortgage Payment			
Downpayment @ 20%		20% ²	\$204,600
Loan Amount			\$818,400
Interest Rate			5.05% ³
Term of Mortgage (Years)			30
Annual Mortgage Payment	\$4,400 /month		\$53,000
Other Costs			
Property Taxes	1.17% of sales price	⁴	\$11,966
Maintenance / HOA Dues	\$315 per month	¹	\$3,780
Homeowner Insurance	0.10% of sales price	⁵	\$1,000
Total Annual Housing Cost	\$5,800 /month		\$69,746
% of Income Spent on Housing			35% ⁶
Annual Household Income Required			\$199,000
Sales Price to Income Ratio			5.1

Notes

¹ Based on KMA Market Survey.

² Based on the Single Family Loan-Level Dataset published by Freddie Mac for loans issued in the 1st Quarter of 2017.

³ Average mortgage interest rate for prior 10 years derived from Freddie Mac Primary Mortgage Market Survey, West Region. Based on weekly average rates for 30-year fixed rate mortgages during the period from 1/2006 through 12/2015. Includes a 0.25% premium to reflect the non-conforming

⁴ Property tax rate is inclusive of ad valorem taxes and applicable voter approved rates, fixed charges, and assessments for the jurisdiction indicated. Estimated per County of San Diego Office of Property Tax Services.

⁵ Based on KMA experience.

⁶ Ratio is consistent with Fannie Mae mortgage underwriting eligibility criteria which establishes a debt to income threshold of 36%, above which tighter credit standards apply. A debt to income ratio of up to 45% is permitted for borrowers meeting specified credit criteria. Ratio is also consistent with the California Health and Safety Code standard for relating income to housing costs for ownership units. Freddie Mac data on new purchase loans originated in zip codes corresponding to the submarkets analyzed for the 1st Quarter of 2017 indicates an average debt to income ratio of 38%. However, most households have other forms of debt such as credit cards, student loans, and auto loans that are included as part of this ratio. Thus, a ratio solely considering housing costs would be lower.

APPENDIX A - TABLE 2C

INCOME AVAILABLE FOR EXPENDITURES¹
MISSION BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO
	<i>Multi-Family Dwelling Household Income</i>	<i>STR Direct Employee Household Income</i>
Gross Income	100%	100%
<u>Less:</u>		
Federal Income Taxes ²	12.2%	9.0%
State Income Taxes ³	5%	1%
FICA Tax Rate ⁴	7.65%	7.65%
Savings & other deductions ⁵	10%	8%
Percent of Income Available for Expenditures⁶ [Input to IMPLAN model]	65%	74%

Notes:

- ¹ Gross income after deduction of taxes and savings. Income available for expenditures is the input to the IMPLAN model which is used to estimate the resulting employment impacts. Housing costs are not deducted as part of this adjustment step because they are addressed separately as expenditures within the IMPLAN model.
- ² Reflects average tax rates (as opposed to marginal) based on U.S. Internal Revenue Services, Tax Statistics, Tables 1.1 and 2.1 for 2014. Homeowners are assumed to itemize deductions. Renter households are assumed to take the standard deduction. Tax rates reflect averages for applicable income range.
- ³ Average tax rate estimated by KMA based on marginal rates per the California Franchise Tax Board and ratios of taxable income to gross income estimated based on U.S. Internal Revenue Service data.
- ⁴ For Social Security and Medicare. Social Security taxes estimated based upon the current ceiling on applicability of Social Security taxes of \$128,400 (ceiling applies per earner not per household) and the average number of earners per household.
- ⁵ Household savings including retirement accounts like 401k / IRA and other deductions such as interest costs on credit cards, auto loans, etc, necessary to determine the amount of income available for expenditures. The 8% rate used in the analysis for households earning less than \$150,000 is based on the average over the past 20 years computed from U.S. Bureau of Economic Analysis data, specifically the National Income and Product Accounts, Table 2.1 "Personal Income and Its Disposition." Households earning more than \$150,000 are assumed to save a higher percentage of their income, based on savings rates for the last 20 years from data published by the National Bureau of Economic Research, "Wealth Inequality in the United States Since 1913: Evidence From Capitalized Income Tax Data," October 2014.
- ⁶ Deductions from gross income to arrive at the income available for expenditures are consistent with the way the IMPLAN model and National Income and Product Accounts (NIPA) defines income available for personal consumption expenditures. Income taxes, contributions to Social Security and Medicare, and savings are deducted; however, property taxes and sales taxes are not. Housing costs are not deducted as part of the adjustment because they are addressed separately as expenditures within the IMPLAN model.

APPENDIX A - TABLE 3C
FOR SALE PROTOTYPES: SALES PRICE TO INCOME SUMMARY
MISSION BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

		Per Unit	Per Sq.Ft.	100 Unit Building Module <i>(Per 100 Units)</i>
RESIDENTIAL USE SCENARIO: MULTI-FAMILY DWELLING HOUSEHOLD INCOME				
Units				100 Units
Sales Price		\$1,023,000	\$1,003	\$102,300,000
Sales Price to Income Ratio		5.1		5.1
Gross Household Income		\$199,000		\$19,900,000
Income Available for Expenditure ¹	65% of gross	\$129,400		\$12,940,000
STR NEXUS SCENARIO: STR DIRECT EMPLOYEE HOUSEHOLD INCOME				
Units				100 Units
Gross STR Direct Employee Household Income				\$439,916
Income Available for Expenditure ¹	74% of gross	\$3,300		\$330,000

Notes:

- ¹ Represents net income available for expenditures after income tax, payroll taxes, and savings. See Appendix A - Table 2C for derivation.

Source: Appendix A - Tables 1 - 2.

APPENDIX A - TABLE 1D
RESIDENTIAL USE SCENARIO: MISSION VALLEY MULTI-FAMILY DWELLING
SALES PRICE TO INCOME RATIO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL USE SCENARIO			
<i>Multi-Family Dwelling</i>			
Sales Price	\$379 /SF	1,050 SF ¹	\$398,000 ¹
Mortgage Payment			
Downpayment @ 20%		20% ²	\$79,600
Loan Amount			\$318,400
Interest Rate			4.80% ³
Term of Mortgage (Years)			30
Annual Mortgage Payment	\$1,700 /month		\$20,000
Other Costs			
Property Taxes	1.17% of sales price	⁴	\$4,655
Maintenance / HOA Dues	\$350 per month	¹	\$4,200
Homeowner Insurance	0.10% of sales price	⁵	\$400
Total Annual Housing Cost	\$2,400 /month		\$29,255
% of Income Spent on Housing			35% ⁶
Annual Household Income Required			\$84,000
Sales Price to Income Ratio			4.7

Notes

¹ Based on KMA Market Survey.

² Based on the Single Family Loan-Level Dataset published by Freddie Mac for loans issued in the 1st Quarter of 2017.

³ Average mortgage interest rate for prior 10 years derived from Freddie Mac Primary Mortgage Market Survey, West Region. Based on weekly average rates for 30-year fixed rate mortgages during the period from 1/2006 through 12/2015.

⁴ Property tax rate is inclusive of ad valorem taxes and applicable voter approved rates, fixed charges, and assessments for the jurisdiction indicated. Estimated per County of San Diego Office of Property Tax Services.

⁵ Based on KMA experience.

⁶ Ratio is consistent with Fannie Mae mortgage underwriting eligibility criteria which establishes a debt to income threshold of 36%, above which tighter credit standards apply. A debt to income ratio of up to 45% is permitted for borrowers meeting specified credit criteria. Ratio is also consistent with the California Health and Safety Code standard for relating income to housing costs for ownership units. Freddie Mac data on new purchase loans originated in zip codes corresponding to the submarkets analyzed for the 1st Quarter of 2017 indicates an average debt to income ratio of 38%. However, most households have other forms of debt such as credit cards, student loans, and auto loans that are included as part of this ratio. Thus, a ratio solely considering housing costs would be lower.

APPENDIX A - TABLE 2D

INCOME AVAILABLE FOR EXPENDITURES¹
MISSION VALLEY
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO
	<i>Multi-Family Dwelling Household Income</i>	<i>STR Direct Employee Household Income</i>
Gross Income	100%	100%
<u>Less:</u>		
Federal Income Taxes ²	9.0%	9.0%
State Income Taxes ³	2%	1%
FICA Tax Rate ⁴	7.65%	7.65%
Savings & other deductions ⁵	8%	8%
Percent of Income Available for Expenditures⁶ [Input to IMPLAN model]	73%	74%

Notes:

- ¹ Gross income after deduction of taxes and savings. Income available for expenditures is the input to the IMPLAN model which is used to estimate the resulting employment impacts. Housing costs are not deducted as part of this adjustment step because they are addressed separately as expenditures within the IMPLAN model.
- ² Reflects average tax rates (as opposed to marginal) based on U.S. Internal Revenue Services, Tax Statistics, Tables 1.1 and 2.1 for 2014. Homeowners are assumed to itemize deductions. Renter households are assumed to take the standard deduction. Tax rates reflect averages for applicable income range.
- ³ Average tax rate estimated by KMA based on marginal rates per the California Franchise Tax Board and ratios of taxable income to gross income estimated based on U.S. Internal Revenue Service data.
- ⁴ For Social Security and Medicare. Social Security taxes estimated based upon the current ceiling on applicability of Social Security taxes of \$128,400 (ceiling applies per earner not per household) and the average number of earners per household.
- ⁵ Household savings including retirement accounts like 401k / IRA and other deductions such as interest costs on credit cards, auto loans, etc, necessary to determine the amount of income available for expenditures. The 8% rate used in the analysis for households earning less than \$150,000 is based on the average over the past 20 years computed from U.S. Bureau of Economic Analysis data, specifically the National Income and Product Accounts, Table 2.1 "Personal Income and Its Disposition." Households earning more than \$150,000 are assumed to save a higher percentage of their income, based on savings rates for the last 20 years from data published by the National Bureau of Economic Research, "Wealth Inequality in the United States Since 1913: Evidence From Capitalized Income Tax Data," October 2014.
- ⁶ Deductions from gross income to arrive at the income available for expenditures are consistent with the way the IMPLAN model and National Income and Product Accounts (NIPA) defines income available for personal consumption expenditures. Income taxes, contributions to Social Security and Medicare, and savings are deducted; however, property taxes and sales taxes are not. Housing costs are not deducted as part of the adjustment because they are addressed separately as expenditures within the IMPLAN model.

APPENDIX A - TABLE 3D
FOR SALE PROTOTYPES: SALES PRICE TO INCOME SUMMARY
MISSION VALLEY
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

		Per Unit	Per Sq.Ft.	100 Unit Building Module (Per 100 Units)
RESIDENTIAL USE SCENARIO: MULTI-FAMILY DWELLING HOUSEHOLD INCOME				
Units				100 Units
Sales Price		\$398,000	\$379	\$39,800,000
Sales Price to Income Ratio		4.7		4.7
Gross Household Income		\$84,000		\$8,400,000
Income Available for Expenditure ¹	73% of gross	\$61,300		\$6,130,000
STR NEXUS SCENARIO: STR DIRECT EMPLOYEE HOUSEHOLD INCOME				
Units				100 Units
Gross STR Direct Employee Household Income				\$439,916
Income Available for Expenditure ¹	74% of gross	\$3,300		\$330,000

Notes:

- ¹ Represents net income available for expenditures after income tax, payroll taxes, and savings. See Appendix A - Table 2D for derivation.

Source: Appendix A - Tables 1 - 2.

APPENDIX A - TABLE 1E
RESIDENTIAL USE SCENARIO: NORTH PARK SINGLE-FAMILY DWELLING
SALES PRICE TO INCOME RATIO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL USE SCENARIO			
<i>Single-Family Dwelling</i>			
Sales Price	\$633 /SF	980 SF ¹	\$620,000 ¹
Mortgage Payment			
Downpayment @ 20%		20% ²	\$124,000
Loan Amount			\$496,000
Interest Rate			4.80% ³
Term of Mortgage (Years)			30
Annual Mortgage Payment	\$2,600 /month		\$31,200
Other Costs			
Property Taxes	1.17% of sales price	⁴	\$7,252
Maintenance / HOA Dues	\$150 per month	¹	\$1,800
Homeowner Insurance	0.20% of sales price	⁵	\$1,200
Total Annual Housing Cost	\$3,500 /month		\$41,452
% of Income Spent on Housing			35% ⁶
Annual Household Income Required			\$118,000
Sales Price to Income Ratio			5.3

Notes

- ¹ Based on KMA Market Survey.
- ² Based on the Single Family Loan-Level Dataset published by Freddie Mac for loans issued in the 1st Quarter of 2017.
- ³ Average mortgage interest rate for prior 10 years derived from Freddie Mac Primary Mortgage Market Survey, West Region. Based on weekly average rates for 30-year fixed rate mortgages during the period from 1/2006 through 12/2015.
- ⁴ Property tax rate is inclusive of ad valorem taxes and applicable voter approved rates, fixed charges, and assessments for the jurisdiction indicated. Estimated per County of San Diego Office of Property Tax Services.
- ⁵ Based on KMA experience.
- ⁶ Ratio is consistent with Fannie Mae mortgage underwriting eligibility criteria which establishes a debt to income threshold of 36%, above which tighter credit standards apply. A debt to income ratio of up to 45% is permitted for borrowers meeting specified credit criteria. Ratio is also consistent with the California Health and Safety Code standard for relating income to housing costs for ownership units. Freddie Mac data on new purchase loans originated in zip codes corresponding to the submarkets analyzed for the 1st Quarter of 2017 indicates an average debt to income ratio of 38%. However, most households have other forms of debt such as credit cards, student loans, and auto loans that are included as part of this ratio. Thus, a ratio solely considering housing costs would be lower.

APPENDIX A - TABLE 2E

INCOME AVAILABLE FOR EXPENDITURES¹
NORTH PARK
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO
	<i>Single-Family Dwelling Household Income</i>	<i>STR Direct Employee Household Income</i>
Gross Income	100%	100%
<u>Less:</u>		
Federal Income Taxes ²	12.2%	9.0%
State Income Taxes ³	4%	1%
FICA Tax Rate ⁴	7.65%	7.65%
Savings & other deductions ⁵	8%	8%
Percent of Income Available for Expenditures⁶ [Input to IMPLAN model]	69%	74%

Notes:

- ¹ Gross income after deduction of taxes and savings. Income available for expenditures is the input to the IMPLAN model which is used to estimate the resulting employment impacts. Housing costs are not deducted as part of this adjustment step because they are addressed separately as expenditures within the IMPLAN model.
- ² Reflects average tax rates (as opposed to marginal) based on U.S. Internal Revenue Services, Tax Statistics, Tables 1.1 and 2.1 for 2014. Homeowners are assumed to itemize deductions. Renter households are assumed to take the standard deduction. Tax rates reflect averages for applicable income range.
- ³ Average tax rate estimated by KMA based on marginal rates per the California Franchise Tax Board and ratios of taxable income to gross income estimated based on U.S. Internal Revenue Service data.
- ⁴ For Social Security and Medicare. Social Security taxes estimated based upon the current ceiling on applicability of Social Security taxes of \$128,400 (ceiling applies per earner not per household) and the average number of earners per household.
- ⁵ Household savings including retirement accounts like 401k / IRA and other deductions such as interest costs on credit cards, auto loans, etc, necessary to determine the amount of income available for expenditures. The 8% rate used in the analysis for households earning less than \$150,000 is based on the average over the past 20 years computed from U.S. Bureau of Economic Analysis data, specifically the National Income and Product Accounts, Table 2.1 "Personal Income and Its Disposition." Households earning more than \$150,000 are assumed to save a higher percentage of their income, based on savings rates for the last 20 years from data published by the National Bureau of Economic Research, "Wealth Inequality in the United States Since 1913: Evidence From Capitalized Income Tax Data," October 2014.
- ⁶ Deductions from gross income to arrive at the income available for expenditures are consistent with the way the IMPLAN model and National Income and Product Accounts (NIPA) defines income available for personal consumption expenditures. Income taxes, contributions to Social Security and Medicare, and savings are deducted; however, property taxes and sales taxes are not. Housing costs are not deducted as part of the adjustment because they are addressed separately as expenditures within the IMPLAN model.

APPENDIX A - TABLE 3E
FOR SALE PROTOTYPES: SALES PRICE TO INCOME SUMMARY
NORTH PARK
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

		Per Unit	Per Sq.Ft.	100 Unit Building Module <i>(Per 100 Units)</i>
RESIDENTIAL USE SCENARIO: SINGLE-FAMILY DWELLING HOUSEHOLD INCOME				
Units				100 Units
Sales Price		\$620,000	\$633	\$62,000,000
Sales Price to Income Ratio		5.3		5.3
Gross Household Income		\$118,000		\$11,800,000
Income Available for Expenditure ¹	69% of gross	\$81,400		\$8,140,000
STR NEXUS SCENARIO: STR DIRECT EMPLOYEE HOUSEHOLD INCOME				
Units				100 Units
Gross STR Direct Employee Household Income				\$536,535
Income Available for Expenditure ¹	74% of gross	\$4,000		\$400,000

Notes:

- ¹ Represents net income available for expenditures after income tax, payroll taxes, and savings. See Appendix A - Table 2E for derivation.

Source: Appendix A - Tables 1 - 2.

APPENDIX A - TABLE 1F
RESIDENTIAL USE SCENARIO: PACIFIC BEACH SINGLE-FAMILY DWELLING
SALES PRICE TO INCOME RATIO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL USE SCENARIO			
<i>Single-Family Dwelling</i>			
Sales Price	\$693 /SF	1,700 SF ¹	\$1,178,000 ¹
Mortgage Payment			
Downpayment @ 20%		20% ²	\$235,600
Loan Amount			\$942,400
Interest Rate			5.05% ³
Term of Mortgage (Years)			30
Annual Mortgage Payment	\$5,100 /month		\$61,100
Other Costs			
Property Taxes	1.17% of sales price	⁴	\$13,779
Maintenance / HOA Dues	\$150 per month	¹	\$1,800
Homeowner Insurance	0.20% of sales price	⁵	\$2,400
Total Annual Housing Cost	\$6,600 /month		\$79,079
% of Income Spent on Housing			35% ⁶
Annual Household Income Required			\$226,000
Sales Price to Income Ratio			5.2

Notes

¹ Based on KMA Market Survey.

² Based on the Single Family Loan-Level Dataset published by Freddie Mac for loans issued in the 1st Quarter of 2017.

³ Average mortgage interest rate for prior 10 years derived from Freddie Mac Primary Mortgage Market Survey, West Region. Based on weekly average rates for 30-year fixed rate mortgages during the period from 1/2006 through 12/2015. Includes a 0.25% premium to reflect the non-conforming

⁴ Property tax rate is inclusive of ad valorem taxes and applicable voter approved rates, fixed charges, and assessments for the jurisdiction indicated. Estimated per County of San Diego Office of Property Tax Services.

⁵ Based on KMA experience.

⁶ Ratio is consistent with Fannie Mae mortgage underwriting eligibility criteria which establishes a debt to income threshold of 36%, above which tighter credit standards apply. A debt to income ratio of up to 45% is permitted for borrowers meeting specified credit criteria. Ratio is also consistent with the California Health and Safety Code standard for relating income to housing costs for ownership units. Freddie Mac data on new purchase loans originated in zip codes corresponding to the submarkets analyzed for the 1st Quarter of 2017 indicates an average debt to income ratio of 38%. However, most households have other forms of debt such as credit cards, student loans, and auto loans that are included as part of this ratio. Thus, a ratio solely considering housing costs would be lower.

APPENDIX A - TABLE 2F

INCOME AVAILABLE FOR EXPENDITURES¹
PACIFIC BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO
	<i>Single-Family Dwelling Household Income</i>	<i>STR Direct Employee Household Income</i>
Gross Income	100%	100%
<u>Less:</u>		
Federal Income Taxes ²	18.9%	9.0%
State Income Taxes ³	6%	1%
FICA Tax Rate ⁴	7.65%	7.65%
Savings & other deductions ⁵	12%	8%
Percent of Income Available for Expenditures⁶ [Input to IMPLAN model]	56%	74%

Notes:

- ¹ Gross income after deduction of taxes and savings. Income available for expenditures is the input to the IMPLAN model which is used to estimate the resulting employment impacts. Housing costs are not deducted as part of this adjustment step because they are addressed separately as expenditures within the IMPLAN model.
- ² Reflects average tax rates (as opposed to marginal) based on U.S. Internal Revenue Services, Tax Statistics, Tables 1.1 and 2.1 for 2014. Homeowners are assumed to itemize deductions. Renter households are assumed to take the standard deduction. Tax rates reflect averages for applicable income range.
- ³ Average tax rate estimated by KMA based on marginal rates per the California Franchise Tax Board and ratios of taxable income to gross income estimated based on U.S. Internal Revenue Service data.
- ⁴ For Social Security and Medicare. Social Security taxes estimated based upon the current ceiling on applicability of Social Security taxes of \$128,400 (ceiling applies per earner not per household) and the average number of earners per household.
- ⁵ Household savings including retirement accounts like 401k / IRA and other deductions such as interest costs on credit cards, auto loans, etc, necessary to determine the amount of income available for expenditures. The 8% rate used in the analysis for households earning less than \$150,000 is based on the average over the past 20 years computed from U.S. Bureau of Economic Analysis data, specifically the National Income and Product Accounts, Table 2.1 "Personal Income and Its Disposition." Households earning more than \$150,000 are assumed to save a higher percentage of their income, based on savings rates for the last 20 years from data published by the National Bureau of Economic Research, "Wealth Inequality in the United States Since 1913: Evidence From Capitalized Income Tax Data," October 2014.
- ⁶ Deductions from gross income to arrive at the income available for expenditures are consistent with the way the IMPLAN model and National Income and Product Accounts (NIPA) defines income available for personal consumption expenditures. Income taxes, contributions to Social Security and Medicare, and savings are deducted; however, property taxes and sales taxes are not. Housing costs are not deducted as part of the adjustment because they are addressed separately as expenditures within the IMPLAN model.

APPENDIX A - TABLE 3F
FOR SALE PROTOTYPES: SALES PRICE TO INCOME SUMMARY
PACIFIC BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

		Per Unit	Per Sq.Ft.	100 Unit Building Module (Per 100 Units)
RESIDENTIAL USE SCENARIO: SINGLE-FAMILY DWELLING HOUSEHOLD INCOME				
Units				100 Units
Sales Price		\$1,178,000	\$693	\$117,800,000
Sales Price to Income Ratio		5.2		5.2
Gross Household Income		\$226,000		\$22,600,000
Income Available for Expenditure ¹	56% of gross	\$126,600		\$12,660,000
STR NEXUS SCENARIO: STR DIRECT EMPLOYEE HOUSEHOLD INCOME				
Units				100 Units
Gross STR Direct Employee Household Income				\$685,085
Income Available for Expenditure ¹	74% of gross	\$5,100		\$510,000

Notes:

- ¹ Represents net income available for expenditures after income tax, payroll taxes, and savings. See Appendix A - Table 2F for derivation.

Source: Appendix A - Tables 1 - 2.

APPENDIX A - TABLE 1G
RESIDENTIAL USE SCENARIO: SOUTHEASTERN / ENCANTO SINGLE-FAMILY DWELLING
SALES PRICE TO INCOME RATIO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL USE SCENARIO			
<i>Single-Family Dwelling</i>			
Sales Price	\$398 /SF	900 SF ¹	\$358,000 ¹
Mortgage Payment			
Downpayment @ 20%		20% ²	\$71,600
Loan Amount			\$286,400
Interest Rate			4.80% ³
Term of Mortgage (Years)			30
Annual Mortgage Payment	\$1,500 /month		\$18,000
Other Costs			
Property Taxes	1.17% of sales price	⁴	\$4,187
Maintenance / HOA Dues	\$150 per month	¹	\$1,800
Homeowner Insurance	0.35% of sales price	⁵	\$1,300
Total Annual Housing Cost	\$2,100 /month		\$25,287
% of Income Spent on Housing			35% ⁶
Annual Household Income Required			\$72,000
Sales Price to Income Ratio			5.0

Notes

¹ Based on KMA Market Survey.

² Based on the Single Family Loan-Level Dataset published by Freddie Mac for loans issued in the 1st Quarter of 2017.

³ Average mortgage interest rate for prior 10 years derived from Freddie Mac Primary Mortgage Market Survey, West Region. Based on weekly average rates for 30-year fixed rate mortgages during the period from 1/2006 through 12/2015.

⁴ Property tax rate is inclusive of ad valorem taxes and applicable voter approved rates, fixed charges, and assessments for the jurisdiction indicated. Estimated per County of San Diego Office of Property Tax Services.

⁵ Based on KMA experience.

⁶ Ratio is consistent with Fannie Mae mortgage underwriting eligibility criteria which establishes a debt to income threshold of 36%, above which tighter credit standards apply. A debt to income ratio of up to 45% is permitted for borrowers meeting specified credit criteria. Ratio is also consistent with the California Health and Safety Code standard for relating income to housing costs for ownership units. Freddie Mac data on new purchase loans originated in zip codes corresponding to the submarkets analyzed for the 1st Quarter of 2017 indicates an average debt to income ratio of 38%. However, most households have other forms of debt such as credit cards, student loans, and auto loans that are included as part of this ratio. Thus, a ratio solely considering housing costs would be lower.

APPENDIX A - TABLE 2G

INCOME AVAILABLE FOR EXPENDITURES¹
SOUTHEASTERN / ENCANTO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO
	<i>Single-Family Dwelling Household Income</i>	<i>STR Direct Employee Household Income</i>
Gross Income	100%	100%
<u>Less:</u>		
Federal Income Taxes ²	9.0%	9.0%
State Income Taxes ³	2%	1%
FICA Tax Rate ⁴	7.65%	7.65%
Savings & other deductions ⁵	8%	8%
Percent of Income Available for Expenditures⁶ [Input to IMPLAN model]	73%	74%

Notes:

- ¹ Gross income after deduction of taxes and savings. Income available for expenditures is the input to the IMPLAN model which is used to estimate the resulting employment impacts. Housing costs are not deducted as part of this adjustment step because they are addressed separately as expenditures within the IMPLAN model.
- ² Reflects average tax rates (as opposed to marginal) based on U.S. Internal Revenue Services, Tax Statistics, Tables 1.1 and 2.1 for 2014. Homeowners are assumed to itemize deductions. Renter households are assumed to take the standard deduction. Tax rates reflect averages for applicable income range.
- ³ Average tax rate estimated by KMA based on marginal rates per the California Franchise Tax Board and ratios of taxable income to gross income estimated based on U.S. Internal Revenue Service data.
- ⁴ For Social Security and Medicare. Social Security taxes estimated based upon the current ceiling on applicability of Social Security taxes of \$128,400 (ceiling applies per earner not per household) and the average number of earners per household.
- ⁵ Household savings including retirement accounts like 401k / IRA and other deductions such as interest costs on credit cards, auto loans, etc, necessary to determine the amount of income available for expenditures. The 8% rate used in the analysis for households earning less than \$150,000 is based on the average over the past 20 years computed from U.S. Bureau of Economic Analysis data, specifically the National Income and Product Accounts, Table 2.1 "Personal Income and Its Disposition." Households earning more than \$150,000 are assumed to save a higher percentage of their income, based on savings rates for the last 20 years from data published by the National Bureau of Economic Research, "Wealth Inequality in the United States Since 1913: Evidence From Capitalized Income Tax Data," October 2014.
- ⁶ Deductions from gross income to arrive at the income available for expenditures are consistent with the way the IMPLAN model and National Income and Product Accounts (NIPA) defines income available for personal consumption expenditures. Income taxes, contributions to Social Security and Medicare, and savings are deducted; however, property taxes and sales taxes are not. Housing costs are not deducted as part of the adjustment because they are addressed separately as expenditures within the IMPLAN model.

APPENDIX A - TABLE 3G
FOR SALE PROTOTYPES: SALES PRICE TO INCOME SUMMARY
SOUTHEASTERN / ENCANTO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

		Per Unit	Per Sq.Ft.	100 Unit Building Module <i>(Per 100 Units)</i>
RESIDENTIAL USE SCENARIO: SINGLE-FAMILY DWELLING HOUSEHOLD INCOME				
Units				100 Units
Sales Price		\$358,000	\$398	\$35,800,000
Sales Price to Income Ratio		5.0		5.0
Gross Household Income		\$72,000		\$7,200,000
Income Available for Expenditure ¹	73% of gross	\$52,600		\$5,260,000
STR NEXUS SCENARIO: STR DIRECT EMPLOYEE HOUSEHOLD INCOME				
Units				100 Units
Gross STR Direct Employee Household Income				\$536,535
Income Available for Expenditure ¹	74% of gross	\$4,000		\$400,000

Notes:

- ¹ Represents net income available for expenditures after income tax, payroll taxes, and savings. See Appendix A - Table 2G for derivation.

Source: Appendix A - Tables 1 - 2.

APPENDIX B - Nexus Study Analysis

Short Term Rental Nexus Study

APPENDIX B
DIRECT JOB ESTIMATES PER 100 STRS
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Distribution of Jobs Per 100 STRs										
	Property Managers	Home Cleaners - Supervisors	Home Cleaners	Landscapers - Supervisors	Landscapers	Maintenance and Repair Workers	Office and Administrative Support Workers	Total	Worker Income	Weighted Average Salary
	1 per 100 STRs	10% of Home Cleaners		10% of Landscapers		20% of Home Cleaners	20% of Property Managers / Supervisors			
Downtown	1.00	0.78	7.82	0.00	0.00	1.56	0.36	11.52	\$387,986	\$33,667
La Jolla	1.00	1.30	13.04	0.52	5.20	2.61	0.56	24.23	\$788,946	\$32,559
Mission Beach	1.00	0.91	9.13	0.00	0.00	1.83	0.38	13.25	\$439,916	\$33,214
Mission Valley	1.00	0.91	9.13	0.00	0.00	1.83	0.38	13.25	\$439,916	\$33,214
North Park	1.00	0.91	9.13	0.26	2.60	1.83	0.43	16.16	\$536,535	\$33,208
Pacific Beach	1.00	1.04	10.43	0.52	5.20	2.09	0.51	20.79	\$685,085	\$32,953
Southeastern / Encanto	1.00	0.91	9.13	0.26	2.60	1.83	0.43	16.16	\$536,535	\$33,208
Average Annual Wages	\$70,440	\$41,785	\$26,737	\$55,240	\$31,041	\$41,626	\$29,816			

APPENDIX B - EXHIBIT 1 - TABLE 1
IMPLAN MODEL OUTPUT / EMPLOYMENT GENERATED
DOWNTOWN
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<i>PER 100 RESIDENTIAL / STR UNITS</i>	<i>RESIDENTIAL USE SCENARIO</i>	<i>STR NEXUS SCENARIO</i>	<i>STR NEXUS SCENARIO</i>	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>	<i>% of Jobs</i>
	100 Residential Units	100 STRs	100 STRs	
Jobs Generated by Industry ¹				
Retail - Motor vehicle and parts dealers	0.8	0.2	0.0	1%
Retail - Clothing and clothing accessories stores	0.9	2.3	0.0	2%
Retail - Nonstore retailers	1.0	0.3	0.0	1%
Retail - Miscellaneous store retailers	0.8	4.5	0.0	3%
Retail - Building material and garden equipment and supplies stores	0.6	0.2	0.0	0%
Retail - Health and personal care stores	0.6	1.4	0.0	1%
Retail - Food and beverage stores	1.7	1.8	0.1	2%
Retail - General merchandise stores	1.7	1.8	0.1	2%
Personal care services	1.3	0.4	0.1	1%
Other personal services	<u>1.1</u>	<u>0.4</u>	<u>0.0</u>	<u>1%</u>
Subtotal Retail and Service	10.5	13.4	0.4	12%
Offices of other health practitioners	0.9	0.3	0.0	1%
Offices of physicians	2.1	0.6	0.1	1%
Hospitals	1.5	0.4	0.0	1%
Offices of dentists	0.8	0.2	0.0	1%
Outpatient care centers	0.6	0.0	0.0	0%
Home health care services	0.4	0.2	0.0	0%
Nursing and community care facilities	<u>1.0</u>	<u>0.3</u>	<u>0.1</u>	<u>1%</u>
Subtotal Healthcare	7.3	2.0	0.4	5%
Limited-service restaurants	0.0	9.1	0.1	5%
Full-service restaurants	3.2	29.3	0.1	17%
All other food and drinking places	1.7	18.0	0.1	10%
Individual and family services	<u>1.9</u>	<u>0.6</u>	<u>0.1</u>	<u>1%</u>
Subtotal Restaurant	6.8	57.1	0.4	33%
Elementary and secondary schools	0.4	0.0	0.0	0%
Junior colleges, colleges, universities, and professional schools	0.8	0.4	0.0	1%
Other educational services	<u>0.7</u>	<u>0.4</u>	<u>0.0</u>	<u>1%</u>
Subtotal Education	1.9	0.8	0.1	1%
Traveler Accomodation	0.0	11.5	0.0	6%
Real estate	2.5	2.2	0.1	2%
Wholesale trade	1.6	1.0	0.1	1%
Other financial investment activities	1.6	0.5	0.1	1%
Nondepository credit intermediation and related activities	0.6	0.4	0.0	1%
Legal services	0.5	0.3	0.0	0%
Religious organizations	1.1	0.3	0.1	1%
Child day care services	0.4	0.0	0.0	0%
Other local government enterprises	0.5	0.3	0.0	0%
Private households	0.8	0.3	0.0	1%
Employment services	0.8	0.9	0.0	1%
Insurance agencies, brokerages, and related activities	0.8	0.7	0.0	1%
Amusement parks and arcades	0.1	8.1	0.0	4%
Museums, historical sites, zoos, and parks	0.1	6.0	0.0	3%
Landscape and horticultural services	0.6	0.4	0.0	1%
Other amusement and recreation industries	0.3	4.2	0.0	2%
Transit and ground passenger transportation	0.3	12.0	0.0	6%
Automotive repair and maintenance, except car washes	0.4	0.4	0.0	0%
Services to buildings	0.9	0.9	0.0	1%
All Other	17.9	10.4	0.7	15%
Total Number of Jobs Generated	58.3	134.0	2.5	94%

Notes

- ¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units for Industries representing more than 1% of total employment. Employment estimates are based on the IMPLAN Group's economic model, IMPLAN, for San Diego County (uses 2016 IMPLAN data set, the most recent available as of May 2018). Includes both full- and part-time jobs. Direct STR jobs are reflected in the traveler accomodation industry category

APPENDIX B - EXHIBIT 1 - TABLE 2
NET NEW HOUSEHOLDS AND OCCUPATION DISTRIBUTION
EMPLOYEE HOUSEHOLDS GENERATED
DOWNTOWN
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	Multi-Family Dwelling	STR Visitor Spending	STR Direct Employee Household Income
Step 1 - Employees ¹	58.3	134.0	2.5
Step 2 - Adjustment for Changing Industries (6%) (2)	54.8	125.9	2.3
Step 3 - Adjustment for Number of Households (1.77) (3)	31.0	71.2	1.3
Step 4 - Occupation Distribution ⁴			
Management Occupations	4.6%	3.7%	4.7%
Business and Financial Operations	5.5%	2.0%	5.3%
Computer and Mathematical	1.5%	0.5%	1.5%
Architecture and Engineering	0.4%	0.1%	0.4%
Life, Physical, and Social Science	0.3%	0.1%	0.3%
Community and Social Services	2.1%	0.2%	2.3%
Legal	0.7%	0.2%	0.7%
Education, Training, and Library	2.7%	1.1%	2.6%
Arts, Design, Entertainment, Sports, and Media	1.7%	1.2%	1.5%
Healthcare Practitioners and Technical	6.8%	1.4%	6.7%
Healthcare Support	3.8%	0.6%	5.0%
Protective Service	1.3%	2.0%	1.4%
Food Preparation and Serving Related	14.2%	40.9%	12.3%
Building and Grounds Cleaning and Maint.	5.2%	9.5%	5.3%
Personal Care and Service	6.4%	5.0%	7.1%
Sales and Related	13.4%	9.9%	13.3%
Office and Administrative Support	17.1%	7.8%	16.8%
Farming, Fishing, and Forestry	0.1%	0.0%	0.1%
Construction and Extraction	1.0%	0.4%	1.1%
Installation, Maintenance, and Repair	3.9%	3.1%	4.3%
Production	1.6%	0.8%	1.7%
Transportation and Material Moving	5.7%	9.7%	5.6%
Totals	100.0%	100.0%	100.0%
Management Occupations	1.4	2.7	0.1
Business and Financial Operations	1.7	1.4	0.1
Computer and Mathematical	0.5	0.3	0.0
Architecture and Engineering	0.1	0.1	0.0
Life, Physical, and Social Science	0.1	0.1	0.0
Community and Social Services	0.6	0.2	0.0
Legal	0.2	0.1	0.0
Education, Training, and Library	0.8	0.8	0.0
Arts, Design, Entertainment, Sports, and Media	0.5	0.9	0.0
Healthcare Practitioners and Technical	2.1	1.0	0.1
Healthcare Support	1.2	0.4	0.1
Protective Service	0.4	1.4	0.0
Food Preparation and Serving Related	4.4	29.1	0.2
Building and Grounds Cleaning and Maint.	1.6	6.7	0.1
Personal Care and Service	2.0	3.5	0.1
Sales and Related	4.1	7.0	0.2
Office and Administrative Support	5.3	5.5	0.2
Farming, Fishing, and Forestry	0.0	0.0	0.0
Construction and Extraction	0.3	0.3	0.0
Installation, Maintenance, and Repair	1.2	2.2	0.1
Production	0.5	0.5	0.0
Transportation and Material Moving	<u>1.8</u>	<u>6.9</u>	<u>0.1</u>
Totals	31.0	71.2	1.3

Notes:

- ¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units from APPENDIX B - EXHIBIT 1 - TABLE 1.
- ² The 6% adjustment is based upon job losses in declining sectors of the local economy over the past 20 years. "Downsized" workers from declining sectors are assumed to fill a portion of new jobs in sectors serving residents.
- ³ Adjustment from number of workers to households using county-wide average of 1.77 workers per worker household derived from the U.S. Census American Community Survey 2011 to 2013.
- ⁴ See Appendix C for additional information on Major Occupation Categories.

APPENDIX B - EXHIBIT 1 - TABLE 3

EXTREMELY LOW-INCOME (ELI) EMPLOYEE HOUSEHOLDS¹ GENERATED
DOWNTOWN
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Extremely Low Income Households (under 30% AMI) within Major Occupation Categories ²			
Management	-	-	-
Business and Financial Operations	-	-	-
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.02	-	0.00
Legal	-	-	-
Education Training and Library	0.01	-	0.00
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.00	-	0.00
Healthcare Support	0.08	-	0.00
Protective Service	-	-	-
Food Preparation and Serving Related	0.83	5.41	0.03
Building Grounds and Maintenance	0.23	1.10	0.01
Personal Care and Service	0.37	0.70	0.02
Sales and Related	0.67	1.47	0.03
Office and Admin	0.25	0.33	0.01
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.02	0.04	0.00
Production	-	-	-
Transportation and Material Moving	0.24	0.56	0.01
ELI Households - Major Occupations	2.73	9.61	0.11
ELI Households ¹ - all other occupations	0.36	1.56	0.02
Total ELI Households¹	3.10	11.17	0.13

Notes

¹ Includes households earning from zero through 30% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 1 - TABLE 4
VERY LOW-INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED
DOWNTOWN
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Very Low Income Households (30%-50% AMI) within Major Occupation Categories ²			
Management	0.02	0.09	0.00
Business and Financial Operations	0.02	-	0.00
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.12	-	0.01
Legal	-	-	-
Education Training and Library	0.10	-	0.00
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.04	-	0.00
Healthcare Support	0.38	-	0.02
Protective Service	-	-	-
Food Preparation and Serving Related	1.48	9.74	0.05
Building Grounds and Maintenance	0.57	2.49	0.02
Personal Care and Service	0.70	1.20	0.03
Sales and Related	1.26	2.39	0.05
Office and Admin	1.42	1.51	0.06
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.23	0.47	0.01
Production	-	-	-
Transportation and Material Moving	0.59	2.14	0.02
Very Low Households - Major Occupations	6.93	20.03	0.29
Very Low Households ¹ - all other occupations	0.93	3.26	0.04
Total Very Low Inc. Households¹	7.86	23.29	0.33

Notes

¹ Includes households earning from 30% through 50% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 1 - TABLE 5

LOWER INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED
DOWNTOWN
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Lower Income Households (50%-80% AMI) within Major Occupation Categories ²			
Management	0.14	0.44	0.01
Business and Financial Operations	0.24	-	0.01
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.19	-	0.01
Legal	-	-	-
Education Training and Library	0.27	-	0.01
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.15	-	0.01
Healthcare Support	0.40	-	0.02
Protective Service	-	-	-
Food Preparation and Serving Related	1.46	9.63	0.05
Building Grounds and Maintenance	0.52	2.19	0.02
Personal Care and Service	0.64	1.13	0.03
Sales and Related	1.26	2.17	0.05
Office and Admin	1.81	1.88	0.08
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.39	0.76	0.02
Production	-	-	-
Transportation and Material Moving	0.59	2.43	0.02
Lower Households - Major Occupations	8.06	20.63	0.34
Lower Households ¹ - all other occupations	1.08	3.35	0.05
Total Lower Inc. Households¹	9.13	23.98	0.39

Notes

¹ Includes households earning from 50% through 80% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 1 - TABLE 6
IMPACT ANALYSIS SUMMARY / EMPLOYEE HOUSEHOLDS GENERATED
DOWNTOWN
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL UNIT DEMAND IMPACTS - PER 100 UNITS

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	3.1	11.2	0.1
30% to 50% AMI	7.9	23.3	0.3
50% to 80% AMI	9.1	24.0	0.4
Subtotal through 80% AMI	20.1	58.4	0.9
Over 80% AMI	10.8	12.7	0.5
Total Employee Households	30.9	71.2	1.3

RESIDENTIAL UNIT DEMAND IMPACTS - PER EACH (1) UNIT

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	0.03	0.11	0.00
30% to 50% AMI	0.08	0.23	0.00
50% to 80% AMI	0.09	0.24	0.00
Subtotal through 80% AMI	0.20	0.58	0.01
Over 80% AMI	0.11	0.13	0.00
Total Employee Households	0.31	0.71	0.01

Notes

¹ Households of retail, education, healthcare and other workers that serve residents of new market rate units.

AMI = Area Median Income

APPENDIX B - EXHIBIT 1 - TABLE 7
SUPPORTED FEE / NEXUS SUMMARY
DOWNTOWN
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

TOTAL NEXUS COST PER UNIT

	Affordability Gap Per Unit	Nexus Cost Per Unit ¹			
		RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO		
		<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee</i>	<i>STR Total</i>
Household Income Level					
Under 30% AMI	\$241,000 ²	\$7,500	\$26,900	\$300	\$27,200
30% to 50% AMI	\$177,000 ²	\$13,900	\$41,200	\$600	\$41,800
50% to 80% AMI	\$209,000 ²	\$19,100	\$50,100	\$800	\$50,900
Total Supported Fee Per Unit		\$40,500	\$118,200	\$1,700	\$119,900

Notes:

¹ Nexus cost per unit calculated by multiplying the affordable unit demand from Appendix B - Table 6 by the affordability gap.

² Assumes affordable rental units. Affordability gaps represent the remaining affordability gap after tax credit financing. See affordability gap section for details.

APPENDIX B - EXHIBIT 2 - TABLE 1
 IMPLAN MODEL OUTPUT / EMPLOYMENT GENERATED
 LA JOLLA
 SHORT TERM RENTAL NEXUS STUDY
 SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	STR NEXUS SCENARIO	% of Jobs
	Single-Family Dwelling	STR Visitor Spending	STR Direct Employee Household Income	
	100 Residential Units	100 STRs	100 STRs	
Jobs Generated by Industry ¹				
Retail - Motor vehicle and parts dealers	2.5	1.1	0.0	0%
Retail - Clothing and clothing accessories stores	2.9	10.7	0.1	2%
Retail - Nonstore retailers	3.4	1.6	0.1	1%
Retail - Miscellaneous store retailers	2.9	21.1	0.1	3%
Retail - Building material and garden equipment and supplies stores	2.1	1.0	0.1	0%
Retail - Health and personal care stores	2.0	6.6	0.0	1%
Retail - Food and beverage stores	5.7	8.4	0.1	2%
Retail - General merchandise stores	5.7	8.6	0.1	2%
Personal care services	4.0	1.8	0.1	1%
Other personal services	<u>3.4</u>	<u>1.7</u>	<u>0.1</u>	<u>1%</u>
Subtotal Retail and Service	34.6	62.8	0.8	12%
Offices of other health practitioners	3.4	1.4	0.1	1%
Offices of physicians	5.8	2.8	0.1	1%
Hospitals	2.9	1.9	0.1	1%
Offices of dentists	1.9	1.1	0.1	0%
Outpatient care centers	1.8	0.0	0.0	0%
Home health care services	3.0	0.9	0.0	1%
Nursing and community care facilities	<u>2.7</u>	<u>1.5</u>	<u>0.3</u>	<u>1%</u>
Subtotal Healthcare	21.6	9.6	0.7	4%
Limited-service restaurants	0.0	42.8	0.2	5%
Full-service restaurants	10.0	138.0	0.2	19%
All other food and drinking places	5.3	84.8	0.1	11%
Individual and family services	<u>8.1</u>	<u>2.9</u>	<u>0.2</u>	<u>1%</u>
Subtotal Restaurant	23.4	268.4	0.7	37%
Elementary and secondary schools	3.1	0.0	0.0	0%
Junior colleges, colleges, universities, and professional schools	5.3	1.7	0.1	1%
Other educational services	<u>5.2</u>	<u>1.9</u>	<u>0.1</u>	<u>1%</u>
Subtotal Education	13.6	3.6	0.1	2%
Traveler Accomodation	0.0	24.2	0.0	3%
Real estate	6.6	10.4	0.3	2%
Wholesale trade	4.9	4.5	0.1	1%
Other financial investment activities	2.9	2.3	0.1	1%
Nondepository credit intermediation and related activities	1.8	2.0	0.0	0%
Legal services	2.7	1.6	0.0	1%
Religious organizations	2.9	1.5	0.1	1%
Child day care services	2.5	0.0	0.0	0%
Other local government enterprises	1.4	1.4	0.0	0%
Private households	3.6	1.2	0.0	1%
Employment services	2.4	4.3	0.1	1%
Insurance agencies, brokerages, and related activities	2.3	3.1	0.1	1%
Amusement parks and arcades	0.5	38.0	0.0	5%
Museums, historical sites, zoos, and parks	0.3	28.0	0.0	4%
Landscape and horticultural services	2.1	2.0	0.0	1%
Other amusement and recreation industries	1.5	19.7	0.0	3%
Transit and ground passenger transportation	1.5	56.5	0.0	7%
Automotive repair and maintenance, except car washes	1.8	1.7	0.0	0%
Services to buildings	2.5	4.4	0.1	1%
All Other	57.7	48.8	1.5	13%
Total Number of Jobs Generated	195.3	599.9	5.0	97%

Notes

¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units for Industries representing more than 1% of total employment. Employment estimates are based on the IMPLAN Group's economic model, IMPLAN, for San Diego County (uses 2016 IMPLAN data set, the most recent available as of May 2018). Includes both full- and part-time jobs. Direct STR jobs are reflected in the traveler accomodation industry category

APPENDIX B - EXHIBIT 2 - TABLE 2
NET NEW HOUSEHOLDS AND OCCUPATION DISTRIBUTION
EMPLOYEE HOUSEHOLDS GENERATED
LA JOLLA
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<i>PER 100 RESIDENTIAL / STR UNITS</i>	RESIDENTIAL USE SCENARIO		STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>	
Step 1 - Employees ¹	195.3	599.9	5.0	
Step 2 - Adjustment for Changing Industries (6%) (2)	183.6	563.9	4.7	
Step 3 - Adjustment for Number of Households (1.77) (3)	103.8	318.7	2.6	
Step 4 - Occupation Distribution ⁴				
Management Occupations	4.4%	3.3%	4.7%	
Business and Financial Operations	4.7%	2.1%	5.3%	
Computer and Mathematical	1.4%	0.5%	1.5%	
Architecture and Engineering	0.4%	0.1%	0.4%	
Life, Physical, and Social Science	0.4%	0.1%	0.3%	
Community and Social Services	2.2%	0.2%	2.3%	
Legal	0.9%	0.2%	0.7%	
Education, Training, and Library	4.9%	1.1%	2.6%	
Arts, Design, Entertainment, Sports, and Media	2.1%	1.3%	1.5%	
Healthcare Practitioners and Technical	5.8%	1.4%	6.7%	
Healthcare Support	3.7%	0.6%	5.0%	
Protective Service	1.4%	2.1%	1.4%	
Food Preparation and Serving Related	13.3%	43.0%	12.3%	
Building and Grounds Cleaning and Maint.	5.9%	6.4%	5.3%	
Personal Care and Service	7.4%	5.2%	7.1%	
Sales and Related	13.0%	10.4%	13.3%	
Office and Administrative Support	16.2%	8.0%	16.8%	
Farming, Fishing, and Forestry	0.1%	0.1%	0.1%	
Construction and Extraction	1.0%	0.4%	1.1%	
Installation, Maintenance, and Repair	3.4%	2.4%	4.3%	
Production	1.6%	0.8%	1.7%	
Transportation and Material Moving	5.8%	10.2%	5.6%	
Totals	100.0%	100.0%	100.0%	
Management Occupations	4.6	10.5	0.1	
Business and Financial Operations	4.8	6.7	0.1	
Computer and Mathematical	1.5	1.6	0.0	
Architecture and Engineering	0.4	0.3	0.0	
Life, Physical, and Social Science	0.4	0.4	0.0	
Community and Social Services	2.3	0.8	0.1	
Legal	1.0	0.7	0.0	
Education, Training, and Library	5.1	3.6	0.1	
Arts, Design, Entertainment, Sports, and Media	2.1	4.1	0.0	
Healthcare Practitioners and Technical	6.1	4.5	0.2	
Healthcare Support	3.9	1.9	0.1	
Protective Service	1.4	6.6	0.0	
Food Preparation and Serving Related	13.8	137.0	0.3	
Building and Grounds Cleaning and Maint.	6.1	20.4	0.1	
Personal Care and Service	7.7	16.7	0.2	
Sales and Related	13.5	33.1	0.4	
Office and Administrative Support	16.8	25.4	0.4	
Farming, Fishing, and Forestry	0.1	0.2	0.0	
Construction and Extraction	1.1	1.4	0.0	
Installation, Maintenance, and Repair	3.6	7.7	0.1	
Production	1.7	2.5	0.0	
Transportation and Material Moving	<u>6.0</u>	<u>32.6</u>	<u>0.1</u>	
Totals	103.8	318.7	2.6	

Notes:

- ¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units from APPENDIX B - EXHIBIT 2 - TABLE 1.
- ² The 6% adjustment is based upon job losses in declining sectors of the local economy over the past 20 years. "Downsized" workers from declining sectors are assumed to fill a portion of new jobs in sectors serving residents.
- ³ Adjustment from number of workers to households using county-wide average of 1.77 workers per worker household derived from the U.S. Census American Community Survey 2011 to 2013.
- ⁴ See Appendix C for additional information on Major Occupation Categories.

APPENDIX B - EXHIBIT 2 - TABLE 3

EXTREMELY LOW-INCOME (ELI) EMPLOYEE HOUSEHOLDS¹ GENERATED

LA JOLLA

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Extremely Low Income Households (under 30% AMI) within Major Occupation Categories ²			
Management	-	-	-
Business and Financial Operations	-	0.00	-
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.08	-	0.00
Legal	-	-	-
Education Training and Library	0.09	-	0.00
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.01	-	0.00
Healthcare Support	0.31	-	0.01
Protective Service	-	-	-
Food Preparation and Serving Related	2.63	25.43	0.06
Building Grounds and Maintenance	0.86	3.03	0.02
Personal Care and Service	1.43	3.29	0.03
Sales and Related	2.31	6.89	0.06
Office and Admin	0.83	1.31	0.02
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.06	0.14	0.00
Production	-	-	-
Transportation and Material Moving	0.78	2.91	0.02
ELI Households - Major Occupations	9.38	43.00	0.23
ELI Households ¹ - all other occupations	1.03	6.23	0.03
Total ELI Households¹	10.42	49.24	0.26

Notes¹ Includes households earning from zero through 30% of San Diego County Area Median Income.² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 2 - TABLE 4
VERY LOW-INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED
LA JOLLA
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Very Low Income Households (30%-50% AMI) within Major Occupation Categories ²			
Management	0.05	0.28	0.00
Business and Financial Operations	0.08	0.20	0.00
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.43	-	0.01
Legal	-	-	-
Education Training and Library	0.71	-	0.01
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.13	-	0.00
Healthcare Support	1.28	-	0.04
Protective Service	-	-	-
Food Preparation and Serving Related	4.67	45.81	0.11
Building Grounds and Maintenance	2.15	7.22	0.05
Personal Care and Service	2.69	5.63	0.07
Sales and Related	4.26	11.25	0.11
Office and Admin	4.56	6.83	0.12
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.71	1.57	0.02
Production	-	-	-
Transportation and Material Moving	2.01	10.03	0.05
Very Low Households - Major Occupations	23.73	88.81	0.59
Very Low Households ¹ - all other occupations	2.61	12.87	0.08
Total Very Low Inc. Households¹	26.35	101.68	0.67

Notes

¹ Includes households earning from 30% through 50% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 2 - TABLE 5

LOWER INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED

LA JOLLA

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Lower Income Households (50%-80% AMI) within Major Occupation Categories ²			
Management	0.46	1.52	0.01
Business and Financial Operations	0.74	1.15	0.02
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.70	-	0.02
Legal	-	-	-
Education Training and Library	1.42	-	0.02
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.48	-	0.01
Healthcare Support	1.31	-	0.04
Protective Service	-	-	-
Food Preparation and Serving Related	4.60	45.29	0.11
Building Grounds and Maintenance	1.98	6.58	0.04
Personal Care and Service	2.48	5.32	0.06
Sales and Related	4.15	10.20	0.11
Office and Admin	5.79	8.68	0.15
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	1.19	2.60	0.04
Production	-	-	-
Transportation and Material Moving	2.04	11.37	0.05
Lower Households - Major Occupations	27.34	92.71	0.69
Lower Households ¹ - all other occupations	3.01	13.44	0.09
Total Lower Inc. Households¹	30.35	106.14	0.78

Notes

¹ Includes households earning from 50% through 80% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 2 - TABLE 6
IMPACT ANALYSIS SUMMARY / EMPLOYEE HOUSEHOLDS GENERATED
LA JOLLA
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL UNIT DEMAND IMPACTS - PER 100 UNITS

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	10.4	49.2	0.3
30% to 50% AMI	26.3	101.7	0.7
50% to 80% AMI	30.4	106.1	0.8
Subtotal through 80% AMI	67.1	257.1	1.7
Over 80% AMI	36.6	61.6	0.9
Total Employee Households	103.8	318.7	2.6

RESIDENTIAL UNIT DEMAND IMPACTS - PER EACH (1) UNIT

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	0.10	0.49	0.00
30% to 50% AMI	0.26	1.02	0.01
50% to 80% AMI	0.30	1.06	0.01
Subtotal through 80% AMI	0.67	2.57	0.02
Over 80% AMI	0.37	0.62	0.01
Total Employee Households	1.04	3.19	0.03

Notes

¹ Households of retail, education, healthcare and other workers that serve residents of new market rate units.

AMI = Area Median Income

APPENDIX B - EXHIBIT 2 - TABLE 7
SUPPORTED FEE / NEXUS SUMMARY
LA JOLLA
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

TOTAL NEXUS COST PER UNIT

	Affordability Gap Per Unit	Nexus Cost Per Unit ¹			
		RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO		
		<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee</i>	<i>STR Total</i>
Household Income Level					
Under 30% AMI	\$241,000 ²	\$25,100	\$118,700	\$600	\$119,300
30% to 50% AMI	\$177,000 ²	\$46,600	\$180,000	\$1,200	\$181,200
50% to 80% AMI	\$209,000 ²	\$63,400	\$221,800	\$1,600	\$223,400
Total Supported Fee Per Unit		\$135,100	\$520,500	\$3,400	\$523,900

Notes:

¹ Nexus cost per unit calculated by multiplying the affordable unit demand from Appendix B - Table 6 by the affordability gap.

² Assumes affordable rental units. Affordability gaps represent the remaining affordability gap after tax credit financing. See affordability gap section for details.

APPENDIX B - EXHIBIT 3 - TABLE 1
IMPLAN MODEL OUTPUT / EMPLOYMENT GENERATED
MISSION BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<i>PER 100 RESIDENTIAL / STR UNITS</i>	<i>RESIDENTIAL USE SCENARIO</i>	<i>STR NEXUS SCENARIO</i>	<i>STR NEXUS SCENARIO</i>	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>	<i>% of Jobs</i>
	100 Residential Units	100 STRs	100 STRs	
Jobs Generated by Industry ¹				
Retail - Motor vehicle and parts dealers	1.4	0.5	0.0	1%
Retail - Clothing and clothing accessories stores	1.6	4.6	0.0	2%
Retail - Nonstore retailers	1.9	0.7	0.0	1%
Retail - Miscellaneous store retailers	1.6	9.1	0.0	3%
Retail - Building material and garden equipment and supplies stores	1.1	0.4	0.0	0%
Retail - Health and personal care stores	1.1	2.9	0.0	1%
Retail - Food and beverage stores	3.1	3.6	0.1	2%
Retail - General merchandise stores	3.1	3.7	0.1	2%
Personal care services	2.5	0.8	0.1	1%
Other personal services	<u>2.1</u>	<u>0.8</u>	<u>0.0</u>	<u>1%</u>
Subtotal Retail and Service	19.4	27.1	0.5	13%
Offices of other health practitioners	1.9	0.6	0.0	1%
Offices of physicians	3.6	1.2	0.1	1%
Hospitals	2.8	0.8	0.1	1%
Offices of dentists	1.4	0.5	0.0	1%
Outpatient care centers	1.2	0.0	0.0	0%
Home health care services	1.3	0.4	0.0	0%
Nursing and community care facilities	<u>1.5</u>	<u>0.7</u>	<u>0.1</u>	<u>1%</u>
Subtotal Healthcare	13.6	4.1	0.4	5%
Limited-service restaurants	0.0	18.5	0.1	5%
Full-service restaurants	6.0	59.6	0.1	18%
All other food and drinking places	3.2	36.6	0.1	11%
Individual and family services	<u>3.6</u>	<u>1.2</u>	<u>0.1</u>	<u>1%</u>
Subtotal Restaurant	12.8	115.9	0.4	35%
Elementary and secondary schools	1.1	0.0	0.0	0%
Junior colleges, colleges, universities, and professional schools	3.0	0.7	0.0	1%
Other educational services	<u>1.7</u>	<u>0.8</u>	<u>0.0</u>	<u>1%</u>
Subtotal Education	5.8	1.5	0.1	2%
Traveler Accomodation	0.0	13.2	0.0	4%
Real estate	3.8	4.5	0.2	2%
Wholesale trade	2.8	1.9	0.1	1%
Other financial investment activities	1.9	1.0	0.1	1%
Nondepository credit intermediation and related activities	1.0	0.9	0.0	1%
Legal services	1.5	0.7	0.0	1%
Religious organizations	1.8	0.6	0.1	1%
Child day care services	1.0	0.0	0.0	0%
Other local government enterprises	0.7	0.6	0.0	0%
Private households	1.7	0.5	0.0	1%
Employment services	1.4	1.9	0.0	1%
Insurance agencies, brokerages, and related activities	1.3	1.3	0.0	1%
Amusement parks and arcades	0.2	16.4	0.0	4%
Museums, historical sites, zoos, and parks	0.2	12.1	0.0	3%
Landscape and horticultural services	1.1	0.8	0.0	1%
Other amusement and recreation industries	0.7	8.5	0.0	2%
Transit and ground passenger transportation	0.7	24.4	0.0	7%
Automotive repair and maintenance, except car washes	0.8	0.7	0.0	0%
Services to buildings	1.6	1.9	0.0	1%
All Other	32.2	21.1	0.8	15%
Total Number of Jobs Generated	108.1	261.7	2.8	96%

Notes

¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units for Industries representing more than 1% of total employment. Employment estimates are based on the IMPLAN Group's economic model, IMPLAN, for San Diego County (uses 2016 IMPLAN data set, the most recent available as of May 2018). Includes both full- and part-time jobs. Direct STR jobs are reflected in the traveler accomodation industry category

APPENDIX B - EXHIBIT 3 - TABLE 2
NET NEW HOUSEHOLDS AND OCCUPATION DISTRIBUTION
EMPLOYEE HOUSEHOLDS GENERATED
MISSION BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<i>PER 100 RESIDENTIAL / STR UNITS</i>	RESIDENTIAL USE SCENARIO		STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>	
Step 1 - Employees ¹	108.1	261.7	2.8	
Step 2 - Adjustment for Changing Industries (6%) (2)	101.6	246.0	2.7	
Step 3 - Adjustment for Number of Households (1.77) (3)	57.4	139.1	1.5	
Step 4 - Occupation Distribution ⁴				
Management Occupations	4.4%	3.5%	4.7%	
Business and Financial Operations	4.8%	2.1%	5.3%	
Computer and Mathematical	1.5%	0.5%	1.5%	
Architecture and Engineering	0.4%	0.1%	0.4%	
Life, Physical, and Social Science	0.4%	0.1%	0.3%	
Community and Social Services	2.1%	0.2%	2.3%	
Legal	1.0%	0.2%	0.7%	
Education, Training, and Library	3.8%	1.1%	2.6%	
Arts, Design, Entertainment, Sports, and Media	1.8%	1.3%	1.5%	
Healthcare Practitioners and Technical	6.9%	1.4%	6.7%	
Healthcare Support	3.9%	0.6%	5.0%	
Protective Service	1.3%	2.0%	1.4%	
Food Preparation and Serving Related	14.2%	42.5%	12.3%	
Building and Grounds Cleaning and Maint.	5.4%	6.9%	5.3%	
Personal Care and Service	6.7%	5.2%	7.1%	
Sales and Related	12.9%	10.3%	13.3%	
Office and Administrative Support	16.5%	7.9%	16.8%	
Farming, Fishing, and Forestry	0.1%	0.1%	0.1%	
Construction and Extraction	1.0%	0.4%	1.1%	
Installation, Maintenance, and Repair	3.6%	2.7%	4.3%	
Production	1.6%	0.8%	1.7%	
Transportation and Material Moving	5.7%	10.1%	5.6%	
Totals	100.0%	100.0%	100.0%	
Management Occupations	2.5	4.8	0.1	
Business and Financial Operations	2.8	2.9	0.1	
Computer and Mathematical	0.9	0.7	0.0	
Architecture and Engineering	0.2	0.1	0.0	
Life, Physical, and Social Science	0.2	0.2	0.0	
Community and Social Services	1.2	0.3	0.0	
Legal	0.6	0.3	0.0	
Education, Training, and Library	2.2	1.6	0.0	
Arts, Design, Entertainment, Sports, and Media	1.0	1.8	0.0	
Healthcare Practitioners and Technical	3.9	2.0	0.1	
Healthcare Support	2.3	0.8	0.1	
Protective Service	0.7	2.8	0.0	
Food Preparation and Serving Related	8.2	59.1	0.2	
Building and Grounds Cleaning and Maint.	3.1	9.6	0.1	
Personal Care and Service	3.9	7.2	0.1	
Sales and Related	7.4	14.3	0.2	
Office and Administrative Support	9.5	11.0	0.3	
Farming, Fishing, and Forestry	0.0	0.1	0.0	
Construction and Extraction	0.6	0.6	0.0	
Installation, Maintenance, and Repair	2.1	3.7	0.1	
Production	0.9	1.1	0.0	
Transportation and Material Moving	<u>3.3</u>	<u>14.1</u>	<u>0.1</u>	
Totals	57.4	139.1	1.5	

Notes:

- ¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units from APPENDIX B - EXHIBIT 3 - TABLE 1.
- ² The 6% adjustment is based upon job losses in declining sectors of the local economy over the past 20 years. "Downsized" workers from declining sectors are assumed to fill a portion of new jobs in sectors serving residents.
- ³ Adjustment from number of workers to households using county-wide average of 1.77 workers per worker household derived from the U.S. Census American Community Survey 2011 to 2013.
- ⁴ See Appendix C for additional information on Major Occupation Categories.

APPENDIX B - EXHIBIT 3 - TABLE 3

EXTREMELY LOW-INCOME (ELI) EMPLOYEE HOUSEHOLDS¹ GENERATED

MISSION BEACH

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Extremely Low Income Households (under 30% AMI) within Major Occupation Categories ²			
Management	-	-	-
Business and Financial Operations	-	-	-
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.04	-	0.00
Legal	-	-	-
Education Training and Library	0.04	-	0.00
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.01	-	0.00
Healthcare Support	0.16	-	0.01
Protective Service	-	-	-
Food Preparation and Serving Related	1.56	10.98	0.04
Building Grounds and Maintenance	0.44	1.53	0.01
Personal Care and Service	0.71	1.42	0.02
Sales and Related	1.26	2.98	0.03
Office and Admin	0.46	0.57	0.01
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.01	0.07	0.00
Production	-	-	-
Transportation and Material Moving	-	1.13	0.01
ELI Households - Major Occupations	4.70	18.68	0.13
ELI Households ¹ - all other occupations	0.63	3.17	0.02
Total ELI Households¹	5.32	21.85	0.15

Notes

¹ Includes households earning from zero through 30% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 3 - TABLE 4
VERY LOW-INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED
MISSION BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Very Low Income Households (30%-50% AMI) within Major Occupation Categories ²			
Management	0.03	0.15	0.00
Business and Financial Operations	0.04	-	0.00
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.22	-	0.01
Legal	-	-	-
Education Training and Library	0.29	-	0.00
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.07	-	0.00
Healthcare Support	0.72	-	0.02
Protective Service	-	-	-
Food Preparation and Serving Related	2.76	19.77	0.06
Building Grounds and Maintenance	1.10	3.52	0.03
Personal Care and Service	1.35	2.43	0.04
Sales and Related	2.33	4.85	0.06
Office and Admin	2.57	2.97	0.07
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.12	0.76	0.01
Production	-	-	-
Transportation and Material Moving	-	4.33	0.03
Very Low Households - Major Occupations	11.61	38.79	0.34
Very Low Households ¹ - all other occupations	1.55	6.59	0.05
Total Very Low Inc. Households¹	13.16	45.38	0.38

Notes

¹ Includes households earning from 30% through 50% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 3 - TABLE 5

LOWER INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED

MISSION BEACH

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Lower Income Households (50%-80% AMI) within Major Occupation Categories ²			
Management	0.25	0.73	0.01
Business and Financial Operations	0.41	-	0.01
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.36	-	0.01
Legal	-	-	-
Education Training and Library	0.61	-	0.01
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.28	-	0.01
Healthcare Support	0.76	-	0.03
Protective Service	-	-	-
Food Preparation and Serving Related	2.72	19.55	0.06
Building Grounds and Maintenance	1.01	3.11	0.03
Personal Care and Service	1.24	2.30	0.03
Sales and Related	2.28	4.40	0.06
Office and Admin	3.26	3.78	0.09
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.22	1.26	0.02
Production	-	-	-
Transportation and Material Moving	-	4.93	0.03
Lower Households - Major Occupations	13.40	40.05	0.39
Lower Households ¹ - all other occupations	1.79	6.80	0.05
Total Lower Inc. Households¹	15.19	46.85	0.44

Notes

¹ Includes households earning from 50% through 80% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 3 - TABLE 6
IMPACT ANALYSIS SUMMARY / EMPLOYEE HOUSEHOLDS GENERATED
MISSION BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL UNIT DEMAND IMPACTS - PER 100 UNITS

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	5.3	21.8	0.1
30% to 50% AMI	13.2	45.4	0.4
50% to 80% AMI	15.2	46.9	0.4
Subtotal through 80% AMI	33.7	114.1	1.0
Over 80% AMI	23.7	25.0	0.5
Total Employee Households	57.3	139.1	1.5

RESIDENTIAL UNIT DEMAND IMPACTS - PER EACH (1) UNIT

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	0.05	0.22	0.00
30% to 50% AMI	0.13	0.45	0.00
50% to 80% AMI	0.15	0.47	0.00
Subtotal through 80% AMI	0.34	1.14	0.01
Over 80% AMI	0.24	0.25	0.01
Total Employee Households	0.57	1.39	0.01

Notes

¹ Households of retail, education, healthcare and other workers that serve residents of new market rate units.

AMI = Area Median Income

APPENDIX B - EXHIBIT 3 - TABLE 7
SUPPORTED FEE / NEXUS SUMMARY
MISSION BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

TOTAL NEXUS COST PER UNIT

	Affordability Gap Per Unit	Nexus Cost Per Unit ¹			
		RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO		
		<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee</i>	<i>STR Total</i>
Household Income Level					
Under 30% AMI	\$241,000 ²	\$12,800	\$52,700	\$400	\$53,100
30% to 50% AMI	\$177,000 ²	\$23,300	\$80,300	\$700	\$81,000
50% to 80% AMI	\$209,000 ²	\$31,800	\$97,900	\$900	\$98,800
Total Supported Fee Per Unit		\$67,900	\$230,900	\$2,000	\$232,900

Notes:

¹ Nexus cost per unit calculated by multiplying the affordable unit demand from Appendix B - Table 6 by the affordability gap.

² Assumes affordable rental units. Affordability gaps represent the remaining affordability gap after tax credit financing. See affordability gap section for details.

APPENDIX B - EXHIBIT 4 - TABLE 1
IMPLAN MODEL OUTPUT / EMPLOYMENT GENERATED
MISSION VALLEY
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<i>PER 100 RESIDENTIAL / STR UNITS</i>	<i>RESIDENTIAL USE SCENARIO</i>	<i>STR NEXUS SCENARIO</i>	<i>STR NEXUS SCENARIO</i>	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>	<i>% of Jobs</i>
	100 Residential Units	100 STRs	100 STRs	
Jobs Generated by Industry ¹				
Retail - Motor vehicle and parts dealers	0.7	0.3	0.0	0%
Retail - Clothing and clothing accessories stores	0.8	2.9	0.0	2%
Retail - Nonstore retailers	0.9	0.4	0.0	1%
Retail - Miscellaneous store retailers	0.7	5.7	0.0	3%
Retail - Building material and garden equipment and supplies stores	0.5	0.3	0.0	0%
Retail - Health and personal care stores	0.5	1.8	0.0	1%
Retail - Food and beverage stores	1.5	2.3	0.1	2%
Retail - General merchandise stores	1.5	2.3	0.1	2%
Personal care services	1.1	0.5	0.1	1%
Other personal services	<u>0.9</u>	<u>0.5</u>	<u>0.0</u>	<u>1%</u>
Subtotal Retail and Service	9.1	17.1	0.5	12%
Offices of other health practitioners	0.8	0.4	0.0	1%
Offices of physicians	1.8	0.8	0.1	1%
Hospitals	1.3	0.5	0.1	1%
Offices of dentists	0.7	0.3	0.0	0%
Outpatient care centers	0.5	0.0	0.0	0%
Home health care services	0.3	0.3	0.0	0%
Nursing and community care facilities	<u>0.9</u>	<u>0.4</u>	<u>0.1</u>	<u>1%</u>
Subtotal Healthcare	6.3	2.6	0.4	4%
Limited-service restaurants	0.0	11.6	0.1	5%
Full-service restaurants	2.8	37.5	0.1	18%
All other food and drinking places	1.5	23.1	0.1	11%
Individual and family services	<u>1.7</u>	<u>0.8</u>	<u>0.1</u>	<u>1%</u>
Subtotal Restaurant	5.9	73.0	0.4	36%
Elementary and secondary schools	0.3	0.0	0.0	0%
Junior colleges, colleges, universities, and professional schools	0.7	0.5	0.0	1%
Other educational services	<u>0.6</u>	<u>0.5</u>	<u>0.0</u>	<u>1%</u>
Subtotal Education	1.7	1.0	0.1	1%
Traveler Accomodation	0.0	13.2	0.0	6%
Real estate	2.2	2.8	0.2	2%
Wholesale trade	1.3	1.2	0.1	1%
Other financial investment activities	1.4	0.6	0.1	1%
Nondepository credit intermediation and related activities	0.5	0.6	0.0	0%
Legal services	0.4	0.4	0.0	0%
Religious organizations	0.9	0.4	0.1	1%
Child day care services	0.4	0.0	0.0	0%
Other local government enterprises	0.5	0.4	0.0	0%
Private households	0.7	0.3	0.0	0%
Employment services	0.7	1.2	0.0	1%
Insurance agencies, brokerages, and related activities	0.7	0.8	0.0	1%
Amusement parks and arcades	0.1	10.3	0.0	5%
Museums, historical sites, zoos, and parks	0.1	7.6	0.0	3%
Landscape and horticultural services	0.5	0.5	0.0	0%
Other amusement and recreation industries	0.2	5.4	0.0	3%
Transit and ground passenger transportation	0.2	15.4	0.0	7%
Automotive repair and maintenance, except car washes	0.3	0.5	0.0	0%
Services to buildings	0.8	1.2	0.0	1%
All Other	15.5	13.3	0.8	13%
Total Number of Jobs Generated	50.4	169.8	2.8	94%

Notes

¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units for Industries representing more than 1% of total employment. Employment estimates are based on the IMPLAN Group's economic model, IMPLAN, for San Diego County (uses 2016 IMPLAN data set, the most recent available as of May 2018). Includes both full- and part-time jobs. Direct STR jobs are reflected in the traveler accomodation industry category

APPENDIX B - EXHIBIT 4 - TABLE 2
NET NEW HOUSEHOLDS AND OCCUPATION DISTRIBUTION
EMPLOYEE HOUSEHOLDS GENERATED
MISSION VALLEY
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<i>PER 100 RESIDENTIAL / STR UNITS</i>	RESIDENTIAL USE SCENARIO		STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>	
Step 1 - Employees ¹	50.4	169.8	2.8	
Step 2 - Adjustment for Changing Industries (6%) (2)	47.4	159.6	2.7	
Step 3 - Adjustment for Number of Households (1.77) (3)	26.8	90.2	1.5	
Step 4 - Occupation Distribution ⁴				
Management Occupations	4.6%	3.6%	4.7%	
Business and Financial Operations	5.5%	2.0%	5.3%	
Computer and Mathematical	1.5%	0.5%	1.5%	
Architecture and Engineering	0.4%	0.1%	0.4%	
Life, Physical, and Social Science	0.3%	0.1%	0.3%	
Community and Social Services	2.1%	0.2%	2.3%	
Legal	0.7%	0.2%	0.7%	
Education, Training, and Library	2.7%	1.1%	2.6%	
Arts, Design, Entertainment, Sports, and Media	1.7%	1.2%	1.5%	
Healthcare Practitioners and Technical	6.8%	1.4%	6.7%	
Healthcare Support	3.8%	0.6%	5.0%	
Protective Service	1.3%	2.0%	1.4%	
Food Preparation and Serving Related	14.2%	41.2%	12.3%	
Building and Grounds Cleaning and Maint.	5.2%	9.0%	5.3%	
Personal Care and Service	6.4%	5.0%	7.1%	
Sales and Related	13.4%	10.0%	13.3%	
Office and Administrative Support	17.1%	7.8%	16.8%	
Farming, Fishing, and Forestry	0.1%	0.0%	0.1%	
Construction and Extraction	1.0%	0.4%	1.1%	
Installation, Maintenance, and Repair	3.9%	3.0%	4.3%	
Production	1.6%	0.8%	1.7%	
Transportation and Material Moving	5.7%	9.8%	5.6%	
Totals	100.0%	100.0%	100.0%	
Management Occupations	1.2	3.3	0.1	
Business and Financial Operations	1.5	1.8	0.1	
Computer and Mathematical	0.4	0.4	0.0	
Architecture and Engineering	0.1	0.1	0.0	
Life, Physical, and Social Science	0.1	0.1	0.0	
Community and Social Services	0.6	0.2	0.0	
Legal	0.2	0.2	0.0	
Education, Training, and Library	0.7	1.0	0.0	
Arts, Design, Entertainment, Sports, and Media	0.5	1.1	0.0	
Healthcare Practitioners and Technical	1.8	1.2	0.1	
Healthcare Support	1.0	0.5	0.1	
Protective Service	0.4	1.8	0.0	
Food Preparation and Serving Related	3.8	37.2	0.2	
Building and Grounds Cleaning and Maint.	1.4	8.1	0.1	
Personal Care and Service	1.7	4.5	0.1	
Sales and Related	3.6	9.0	0.2	
Office and Administrative Support	4.6	7.0	0.3	
Farming, Fishing, and Forestry	0.0	0.0	0.0	
Construction and Extraction	0.3	0.4	0.0	
Installation, Maintenance, and Repair	1.0	2.7	0.1	
Production	0.4	0.7	0.0	
Transportation and Material Moving	<u>1.5</u>	<u>8.9</u>	<u>0.1</u>	
Totals	26.8	90.2	1.5	

Notes:

- ¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units from APPENDIX B - EXHIBIT 4 - TABLE 1.
- ² The 6% adjustment is based upon job losses in declining sectors of the local economy over the past 20 years. "Downsized" workers from declining sectors are assumed to fill a portion of new jobs in sectors serving residents.
- ³ Adjustment from number of workers to households using county-wide average of 1.77 workers per worker household derived from the U.S. Census American Community Survey 2011 to 2013.
- ⁴ See Appendix C for additional information on Major Occupation Categories.

APPENDIX B - EXHIBIT 4 - TABLE 3

EXTREMELY LOW-INCOME (ELI) EMPLOYEE HOUSEHOLDS¹ GENERATED

MISSION VALLEY

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Extremely Low Income Households (under 30% AMI) within Major Occupation Categories ²			
Management	-	-	-
Business and Financial Operations	-	-	-
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.02	-	0.00
Legal	-	-	-
Education Training and Library	0.01	-	0.00
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.00	-	0.00
Healthcare Support	0.07	-	0.01
Protective Service	-	-	-
Food Preparation and Serving Related	0.72	6.92	0.04
Building Grounds and Maintenance	0.20	1.32	0.01
Personal Care and Service	0.32	0.90	0.02
Sales and Related	0.58	1.87	0.03
Office and Admin	0.22	0.41	0.01
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.02	0.05	0.00
Production	-	-	-
Transportation and Material Moving	0.20	0.71	0.01
ELI Households - Major Occupations	2.36	12.18	0.13
ELI Households ¹ - all other occupations	0.32	2.00	0.02
Total ELI Households¹	2.68	14.18	0.15

Notes

¹ Includes households earning from zero through 30% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 4 - TABLE 4
VERY LOW-INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED
MISSION VALLEY
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Very Low Income Households (30%-50% AMI) within Major Occupation Categories ²			
Management	0.02	0.11	0.00
Business and Financial Operations	0.02	-	0.00
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.10	-	0.01
Legal	-	-	-
Education Training and Library	0.09	-	0.00
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.03	-	0.00
Healthcare Support	0.33	-	0.02
Protective Service	-	-	-
Food Preparation and Serving Related	1.28	12.46	0.06
Building Grounds and Maintenance	0.49	2.99	0.03
Personal Care and Service	0.60	1.53	0.04
Sales and Related	1.09	3.06	0.06
Office and Admin	1.23	1.92	0.07
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.20	0.57	0.01
Production	-	-	-
Transportation and Material Moving	0.51	2.73	0.03
Very Low Households - Major Occupations	6.00	25.37	0.34
Very Low Households ¹ - all other occupations	0.80	4.17	0.05
Total Very Low Inc. Households¹	6.81	29.53	0.38

Notes

¹ Includes households earning from 30% through 50% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 4 - TABLE 5

LOWER INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED

MISSION VALLEY

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Lower Income Households (50%-80% AMI) within Major Occupation Categories ²			
Management	0.12	0.52	0.01
Business and Financial Operations	0.21	-	0.01
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.17	-	0.01
Legal	-	-	-
Education Training and Library	0.23	-	0.01
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.13	-	0.01
Healthcare Support	0.35	-	0.03
Protective Service	-	-	-
Food Preparation and Serving Related	1.26	12.32	0.06
Building Grounds and Maintenance	0.45	2.63	0.03
Personal Care and Service	0.55	1.45	0.03
Sales and Related	1.09	2.77	0.06
Office and Admin	1.57	2.39	0.09
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.34	0.93	0.02
Production	-	-	-
Transportation and Material Moving	0.51	3.10	0.03
Lower Households - Major Occupations	6.98	26.12	0.39
Lower Households ¹ - all other occupations	0.93	4.29	0.05
Total Lower Inc. Households¹	7.91	30.40	0.44

Notes

¹ Includes households earning from 50% through 80% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 4 - TABLE 6
IMPACT ANALYSIS SUMMARY / EMPLOYEE HOUSEHOLDS GENERATED
MISSION VALLEY
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL UNIT DEMAND IMPACTS - PER 100 UNITS

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	2.7	14.2	0.1
30% to 50% AMI	6.8	29.5	0.4
50% to 80% AMI	7.9	30.4	0.4
Subtotal through 80% AMI	17.4	74.1	1.0
Over 80% AMI	9.4	16.1	0.5
Total Employee Households	26.7	90.2	1.5

RESIDENTIAL UNIT DEMAND IMPACTS - PER EACH (1) UNIT

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	0.03	0.14	0.00
30% to 50% AMI	0.07	0.30	0.00
50% to 80% AMI	0.08	0.30	0.00
Subtotal through 80% AMI	0.17	0.74	0.01
Over 80% AMI	0.09	0.16	0.01
Total Employee Households	0.27	0.90	0.01

Notes

¹ Households of retail, education, healthcare and other workers that serve residents of new market rate units.

AMI = Area Median Income

APPENDIX B - EXHIBIT 4 - TABLE 7
SUPPORTED FEE / NEXUS SUMMARY
MISSION VALLEY
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

TOTAL NEXUS COST PER UNIT

	Affordability Gap Per Unit	Nexus Cost Per Unit ¹			
		RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO		
		<i>Multi-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee</i>	<i>STR Total</i>
Household Income Level					
Under 30% AMI	\$241,000 ²	\$6,500	\$34,200	\$400	\$34,600
30% to 50% AMI	\$177,000 ²	\$12,000	\$52,300	\$700	\$53,000
50% to 80% AMI	\$209,000 ²	\$16,500	\$63,500	\$900	\$64,400
Total Supported Fee Per Unit		\$35,000	\$150,000	\$2,000	\$152,000

Notes:

¹ Nexus cost per unit calculated by multiplying the affordable unit demand from Appendix B - Table 6 by the affordability gap.

² Assumes affordable rental units. Affordability gaps represent the remaining affordability gap after tax credit financing. See affordability gap section for details.

APPENDIX B - EXHIBIT 5 - TABLE 1
IMPLAN MODEL OUTPUT / EMPLOYMENT GENERATED
NORTH PARK
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<i>PER 100 RESIDENTIAL / STR UNITS</i>	<i>RESIDENTIAL USE SCENARIO</i>	<i>STR NEXUS SCENARIO</i>	<i>STR NEXUS SCENARIO</i>	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>	<i>% of Jobs</i>
	100 Residential Units	100 STRs	100 STRs	
Jobs Generated by Industry ¹				
Retail - Motor vehicle and parts dealers	0.9	0.3	0.0	1%
Retail - Clothing and clothing accessories stores	1.0	2.4	0.1	2%
Retail - Nonstore retailers	1.2	0.3	0.1	1%
Retail - Miscellaneous store retailers	1.0	4.7	0.0	3%
Retail - Building material and garden equipment and supplies stores	0.7	0.2	0.0	0%
Retail - Health and personal care stores	0.7	1.5	0.0	1%
Retail - Food and beverage stores	1.9	1.9	0.1	2%
Retail - General merchandise stores	1.9	1.9	0.1	2%
Personal care services	1.5	0.4	0.1	1%
Other personal services	<u>1.3</u>	<u>0.4</u>	<u>0.1</u>	<u>1%</u>
Subtotal Retail and Service	12.1	13.9	0.6	12%
Offices of other health practitioners	1.1	0.3	0.0	1%
Offices of physicians	2.3	0.6	0.1	1%
Hospitals	1.5	0.4	0.1	1%
Offices of dentists	0.9	0.2	0.1	1%
Outpatient care centers	0.7	0.0	0.0	0%
Home health care services	0.9	0.2	0.0	1%
Nursing and community care facilities	<u>1.1</u>	<u>0.3</u>	<u>0.2</u>	<u>1%</u>
Subtotal Healthcare	8.5	2.1	0.5	5%
Limited-service restaurants	0.0	9.5	0.1	4%
Full-service restaurants	3.6	30.6	0.2	16%
All other food and drinking places	1.9	18.8	0.1	10%
Individual and family services	<u>2.2</u>	<u>0.6</u>	<u>0.1</u>	<u>1%</u>
Subtotal Restaurant	7.7	59.5	0.5	32%
Elementary and secondary schools	0.6	0.0	0.0	0%
Junior colleges, colleges, universities, and professional schools	1.3	0.4	0.0	1%
Other educational services	<u>0.9</u>	<u>0.4</u>	<u>0.0</u>	<u>1%</u>
Subtotal Education	2.7	0.8	0.1	2%
Traveler Accomodation	0.0	16.2	0.0	8%
Real estate	2.5	2.3	0.2	2%
Wholesale trade	1.8	1.0	0.1	1%
Other financial investment activities	1.7	0.5	0.1	1%
Nondepository credit intermediation and related activities	0.7	0.5	0.0	1%
Legal services	0.6	0.4	0.0	0%
Religious organizations	1.2	0.3	0.1	1%
Child day care services	0.6	0.0	0.0	0%
Other local government enterprises	0.7	0.3	0.0	0%
Private households	0.9	0.3	0.0	1%
Employment services	0.9	1.0	0.0	1%
Insurance agencies, brokerages, and related activities	0.9	0.7	0.0	1%
Amusement parks and arcades	0.1	8.4	0.0	4%
Museums, historical sites, zoos, and parks	0.1	6.2	0.0	3%
Landscape and horticultural services	0.7	0.4	0.0	1%
Other amusement and recreation industries	0.4	4.4	0.0	2%
Transit and ground passenger transportation	0.4	12.5	0.0	6%
Automotive repair and maintenance, except car washes	0.5	0.4	0.0	0%
Services to buildings	1.1	1.0	0.1	1%
All Other	20.8	10.8	1.0	15%
Total Number of Jobs Generated	67.4	143.8	3.4	92%

Notes

¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units for Industries representing more than 1% of total employment. Employment estimates are based on the IMPLAN Group's economic model, IMPLAN, for San Diego County (uses 2016 IMPLAN data set, the most recent available as of May 2018). Includes both full- and part-time jobs. Direct STR jobs are reflected in the traveler accomodation industry category

APPENDIX B - EXHIBIT 5 - TABLE 2
NET NEW HOUSEHOLDS AND OCCUPATION DISTRIBUTION
EMPLOYEE HOUSEHOLDS GENERATED
NORTH PARK
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<i>PER 100 RESIDENTIAL / STR UNITS</i>	RESIDENTIAL USE SCENARIO		STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>	
Step 1 - Employees ¹	67.4	143.9	3.4	
Step 2 - Adjustment for Changing Industries (6%) (2)	63.3	135.2	3.2	
Step 3 - Adjustment for Number of Households (1.77) (3)	35.8	76.4	1.8	
Step 4 - Occupation Distribution ⁴				
Management Occupations	4.5%	3.6%	4.7%	
Business and Financial Operations	5.3%	1.9%	5.3%	
Computer and Mathematical	1.5%	0.5%	1.5%	
Architecture and Engineering	0.4%	0.1%	0.4%	
Life, Physical, and Social Science	0.3%	0.1%	0.3%	
Community and Social Services	2.1%	0.2%	2.3%	
Legal	0.7%	0.2%	0.7%	
Education, Training, and Library	3.1%	1.0%	2.6%	
Arts, Design, Entertainment, Sports, and Media	1.8%	1.2%	1.5%	
Healthcare Practitioners and Technical	6.7%	1.3%	6.7%	
Healthcare Support	4.0%	0.5%	5.0%	
Protective Service	1.4%	1.9%	1.4%	
Food Preparation and Serving Related	13.9%	39.6%	12.3%	
Building and Grounds Cleaning and Maint.	5.3%	12.0%	5.3%	
Personal Care and Service	6.8%	4.8%	7.1%	
Sales and Related	13.1%	9.6%	13.3%	
Office and Administrative Support	16.8%	7.6%	16.8%	
Farming, Fishing, and Forestry	0.1%	0.0%	0.1%	
Construction and Extraction	1.1%	0.4%	1.1%	
Installation, Maintenance, and Repair	3.8%	3.1%	4.3%	
Production	1.6%	0.7%	1.7%	
Transportation and Material Moving	5.7%	9.4%	5.6%	
Totals	100.0%	100.0%	100.0%	
Management Occupations	1.6	2.7	0.1	
Business and Financial Operations	1.9	1.5	0.1	
Computer and Mathematical	0.6	0.4	0.0	
Architecture and Engineering	0.2	0.1	0.0	
Life, Physical, and Social Science	0.1	0.1	0.0	
Community and Social Services	0.7	0.2	0.0	
Legal	0.2	0.1	0.0	
Education, Training, and Library	1.1	0.8	0.0	
Arts, Design, Entertainment, Sports, and Media	0.6	0.9	0.0	
Healthcare Practitioners and Technical	2.4	1.0	0.1	
Healthcare Support	1.4	0.4	0.1	
Protective Service	0.5	1.5	0.0	
Food Preparation and Serving Related	5.0	30.3	0.2	
Building and Grounds Cleaning and Maint.	1.9	9.2	0.1	
Personal Care and Service	2.4	3.7	0.1	
Sales and Related	4.7	7.3	0.2	
Office and Administrative Support	6.0	5.8	0.3	
Farming, Fishing, and Forestry	0.0	0.0	0.0	
Construction and Extraction	0.4	0.3	0.0	
Installation, Maintenance, and Repair	1.3	2.4	0.1	
Production	0.6	0.6	0.0	
Transportation and Material Moving	<u>2.1</u>	<u>7.2</u>	<u>0.1</u>	
Totals	35.8	76.4	1.8	

Notes:

- ¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units from APPENDIX B - EXHIBIT 5 - TABLE 1.
- ² The 6% adjustment is based upon job losses in declining sectors of the local economy over the past 20 years. "Downsized" workers from declining sectors are assumed to fill a portion of new jobs in sectors serving residents.
- ³ Adjustment from number of workers to households using county-wide average of 1.77 workers per worker household derived from the U.S. Census American Community Survey 2011 to 2013.
- ⁴ See Appendix C for additional information on Major Occupation Categories.

APPENDIX B - EXHIBIT 5 - TABLE 3

EXTREMELY LOW-INCOME (ELI) EMPLOYEE HOUSEHOLDS¹ GENERATED

NORTH PARK

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Extremely Low Income Households (under 30% AMI) within Major Occupation Categories ²			
Management	-	-	-
Business and Financial Operations	-	-	-
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.03	-	0.00
Legal	-	-	-
Education Training and Library	0.10	-	0.00
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.00	-	0.00
Healthcare Support	0.10	-	0.01
Protective Service	-	-	-
Food Preparation and Serving Related	0.95	5.64	0.04
Building Grounds and Maintenance	0.27	1.47	0.01
Personal Care and Service	0.45	0.73	0.02
Sales and Related	0.77	1.53	0.04
Office and Admin	0.29	0.35	0.01
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.02	0.05	0.00
Production	-	-	-
Transportation and Material Moving	0.27	0.58	0.01
ELI Households - Major Occupations	3.26	10.34	0.16
ELI Households ¹ - all other occupations	0.44	1.63	0.02
Total ELI Households¹	3.70	11.97	0.18

Notes

¹ Includes households earning from zero through 30% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 5 - TABLE 4
VERY LOW-INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED
NORTH PARK
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Very Low Income Households (30%-50% AMI) within Major Occupation Categories ²			
Management	0.02	0.10	0.00
Business and Financial Operations	0.03	-	0.00
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.14	-	0.01
Legal	-	-	-
Education Training and Library	0.19	-	0.01
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.05	-	0.00
Healthcare Support	0.46	-	0.03
Protective Service	-	-	-
Food Preparation and Serving Related	1.68	10.16	0.08
Building Grounds and Maintenance	0.67	3.36	0.03
Personal Care and Service	0.85	1.25	0.05
Sales and Related	1.43	2.49	0.07
Office and Admin	1.62	1.59	0.08
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.27	0.51	0.02
Production	-	-	-
Transportation and Material Moving	0.69	2.23	0.03
Very Low Households - Major Occupations	8.09	21.69	0.41
Very Low Households ¹ - all other occupations	1.09	3.41	0.05
Total Very Low Inc. Households¹	9.18	25.10	0.46

Notes

¹ Includes households earning from 30% through 50% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 5 - TABLE 5

LOWER INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED

NORTH PARK

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Lower Income Households (50%-80% AMI) within Major Occupation Categories ²			
Management	0.15	0.45	0.01
Business and Financial Operations	0.28	-	0.01
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.22	-	0.01
Legal	-	-	-
Education Training and Library	0.31	-	0.01
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.18	-	0.01
Healthcare Support	0.48	-	0.03
Protective Service	-	-	-
Food Preparation and Serving Related	1.66	10.05	0.07
Building Grounds and Maintenance	0.61	2.99	0.03
Personal Care and Service	0.78	1.18	0.04
Sales and Related	1.42	2.26	0.07
Office and Admin	2.06	1.97	0.10
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.44	0.83	0.03
Production	-	-	-
Transportation and Material Moving	0.69	2.53	0.03
Lower Households - Major Occupations	9.30	22.26	0.47
Lower Households ¹ - all other occupations	1.26	3.50	0.06
Total Lower Inc. Households¹	10.55	25.76	0.54

Notes

¹ Includes households earning from 50% through 80% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 5 - TABLE 6
IMPACT ANALYSIS SUMMARY / EMPLOYEE HOUSEHOLDS GENERATED
NORTH PARK
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL UNIT DEMAND IMPACTS - PER 100 UNITS

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	3.7	12.0	0.2
30% to 50% AMI	9.2	25.1	0.5
50% to 80% AMI	10.6	25.8	0.5
Subtotal through 80% AMI	23.4	62.8	1.2
Over 80% AMI	12.3	13.6	0.6
Total Employee Households	35.7	76.4	1.8

RESIDENTIAL UNIT DEMAND IMPACTS - PER EACH (1) UNIT

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	0.04	0.12	0.00
30% to 50% AMI	0.09	0.25	0.00
50% to 80% AMI	0.11	0.26	0.01
Subtotal through 80% AMI	0.23	0.63	0.01
Over 80% AMI	0.12	0.14	0.01
Total Employee Households	0.36	0.76	0.02

Notes

¹ Households of retail, education, healthcare and other workers that serve residents of new market rate units.

AMI = Area Median Income

APPENDIX B - EXHIBIT 5 - TABLE 7
SUPPORTED FEE / NEXUS SUMMARY
NORTH PARK
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

TOTAL NEXUS COST PER UNIT

	Affordability Gap Per Unit	Nexus Cost Per Unit ¹			
		RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO		
		<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee</i>	<i>STR Total</i>
Household Income Level					
Under 30% AMI	\$241,000 ²	\$8,900	\$28,800	\$400	\$29,200
30% to 50% AMI	\$177,000 ²	\$16,200	\$44,400	\$800	\$45,200
50% to 80% AMI	\$209,000 ²	\$22,100	\$53,800	\$1,100	\$54,900
Total Supported Fee Per Unit		\$47,200	\$127,000	\$2,300	\$129,300

Notes:

¹ Nexus cost per unit calculated by multiplying the affordable unit demand from Appendix B - Table 6 by the affordability gap.

² Assumes affordable rental units. Affordability gaps represent the remaining affordability gap after tax credit financing. See affordability gap section for details.

APPENDIX B - EXHIBIT 6 - TABLE 1
IMPLAN MODEL OUTPUT / EMPLOYMENT GENERATED
PACIFIC BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>	% of Jobs
	100 Residential Units	100 STRs	100 STRs	
Jobs Generated by Industry ¹				
Retail - Motor vehicle and parts dealers	1.4	0.6	0.0	0%
Retail - Clothing and clothing accessories stores	1.6	5.2	0.1	2%
Retail - Nonstore retailers	1.9	0.8	0.1	1%
Retail - Miscellaneous store retailers	1.6	10.3	0.1	3%
Retail - Building material and garden equipment and supplies stores	1.1	0.5	0.0	0%
Retail - Health and personal care stores	1.1	3.2	0.0	1%
Retail - Food and beverage stores	3.2	4.1	0.1	2%
Retail - General merchandise stores	3.2	4.2	0.1	2%
Personal care services	2.2	0.9	0.1	1%
Other personal services	<u>1.9</u>	<u>0.9</u>	<u>0.1</u>	<u>1%</u>
Subtotal Retail and Service	19.3	30.7	0.7	12%
Offices of other health practitioners	1.9	0.7	0.1	1%
Offices of physicians	3.3	1.4	0.1	1%
Hospitals	1.6	0.9	0.1	1%
Offices of dentists	1.1	0.5	0.1	0%
Outpatient care centers	1.0	0.0	0.0	0%
Home health care services	1.7	0.5	0.0	1%
Nursing and community care facilities	<u>1.5</u>	<u>0.7</u>	<u>0.2</u>	<u>1%</u>
Subtotal Healthcare	12.0	4.7	0.6	4%
Limited-service restaurants	0.0	20.9	0.2	5%
Full-service restaurants	5.6	67.5	0.2	18%
All other food and drinking places	2.9	41.5	0.1	11%
Individual and family services	<u>4.5</u>	<u>1.4</u>	<u>0.2</u>	<u>1%</u>
Subtotal Restaurant	13.0	131.3	0.6	35%
Elementary and secondary schools	1.7	0.0	0.0	0%
Junior colleges, colleges, universities, and professional schools	3.0	0.8	0.0	1%
Other educational services	<u>2.9</u>	<u>0.9</u>	<u>0.1</u>	<u>1%</u>
Subtotal Education	7.6	1.7	0.1	2%
Traveler Accomodation	0.0	20.8	0.0	5%
Real estate	3.7	5.1	0.2	2%
Wholesale trade	2.8	2.2	0.1	1%
Other financial investment activities	1.6	1.1	0.1	1%
Nondepository credit intermediation and related activities	1.0	1.0	0.0	0%
Legal services	1.5	0.8	0.0	1%
Religious organizations	1.6	0.7	0.1	1%
Child day care services	1.4	0.0	0.0	0%
Other local government enterprises	0.8	0.7	0.0	0%
Private households	2.0	0.6	0.0	1%
Employment services	1.3	2.1	0.1	1%
Insurance agencies, brokerages, and related activities	1.3	1.5	0.1	1%
Amusement parks and arcades	0.3	18.6	0.0	5%
Museums, historical sites, zoos, and parks	0.2	13.7	0.0	3%
Landscape and horticultural services	1.2	1.0	0.0	1%
Other amusement and recreation industries	0.9	9.6	0.0	3%
Transit and ground passenger transportation	0.9	27.6	0.0	7%
Automotive repair and maintenance, except car washes	1.0	0.8	0.0	0%
Services to buildings	1.4	2.1	0.1	1%
All Other	32.1	23.9	1.3	14%
Total Number of Jobs Generated	108.7	302.5	4.4	95%

Notes

¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units for Industries representing more than 1% of total employment. Employment estimates are based on the IMPLAN Group's economic model, IMPLAN, for San Diego County (uses 2016 IMPLAN data set, the most recent available as of May 2018). Includes both full- and part-time jobs. Direct STR jobs are reflected in the traveler accomodation industry category

APPENDIX B - EXHIBIT 6 - TABLE 2
NET NEW HOUSEHOLDS AND OCCUPATION DISTRIBUTION
EMPLOYEE HOUSEHOLDS GENERATED
PACIFIC BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<i>PER 100 RESIDENTIAL / STR UNITS</i>	RESIDENTIAL USE SCENARIO		STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>	
Step 1 - Employees ¹	108.7	302.5	4.4	
Step 2 - Adjustment for Changing Industries (6%) (2)	102.2	284.3	4.1	
Step 3 - Adjustment for Number of Households (1.77) (3)	57.8	160.7	2.3	
Step 4 - Occupation Distribution ⁴				
Management Occupations	4.4%	3.4%	4.7%	
Business and Financial Operations	4.7%	2.0%	5.3%	
Computer and Mathematical	1.4%	0.5%	1.5%	
Architecture and Engineering	0.4%	0.1%	0.4%	
Life, Physical, and Social Science	0.4%	0.1%	0.3%	
Community and Social Services	2.2%	0.2%	2.3%	
Legal	0.9%	0.2%	0.7%	
Education, Training, and Library	4.9%	1.1%	2.6%	
Arts, Design, Entertainment, Sports, and Media	2.1%	1.3%	1.5%	
Healthcare Practitioners and Technical	5.8%	1.4%	6.7%	
Healthcare Support	3.7%	0.6%	5.0%	
Protective Service	1.4%	2.0%	1.4%	
Food Preparation and Serving Related	13.3%	41.7%	12.3%	
Building and Grounds Cleaning and Maint.	5.9%	8.7%	5.3%	
Personal Care and Service	7.4%	5.1%	7.1%	
Sales and Related	13.0%	10.1%	13.3%	
Office and Administrative Support	16.2%	7.8%	16.8%	
Farming, Fishing, and Forestry	0.1%	0.1%	0.1%	
Construction and Extraction	1.0%	0.4%	1.1%	
Installation, Maintenance, and Repair	3.4%	2.6%	4.3%	
Production	1.6%	0.8%	1.7%	
Transportation and Material Moving	5.8%	9.9%	5.6%	
Totals	100.0%	100.0%	100.0%	
Management Occupations	2.6	5.4	0.1	
Business and Financial Operations	2.7	3.3	0.1	
Computer and Mathematical	0.8	0.8	0.0	
Architecture and Engineering	0.2	0.1	0.0	
Life, Physical, and Social Science	0.2	0.2	0.0	
Community and Social Services	1.3	0.4	0.1	
Legal	0.5	0.3	0.0	
Education, Training, and Library	2.8	1.8	0.1	
Arts, Design, Entertainment, Sports, and Media	1.2	2.0	0.0	
Healthcare Practitioners and Technical	3.4	2.2	0.2	
Healthcare Support	2.2	0.9	0.1	
Protective Service	0.8	3.2	0.0	
Food Preparation and Serving Related	7.7	67.0	0.3	
Building and Grounds Cleaning and Maint.	3.4	14.1	0.1	
Personal Care and Service	4.3	8.2	0.2	
Sales and Related	7.5	16.2	0.3	
Office and Administrative Support	9.3	12.5	0.4	
Farming, Fishing, and Forestry	0.0	0.1	0.0	
Construction and Extraction	0.6	0.7	0.0	
Installation, Maintenance, and Repair	2.0	4.2	0.1	
Production	0.9	1.2	0.0	
Transportation and Material Moving	<u>3.3</u>	<u>15.9</u>	<u>0.1</u>	
Totals	57.8	160.7	2.3	

Notes:

- ¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units from APPENDIX B - EXHIBIT 6 - TABLE 1.
- ² The 6% adjustment is based upon job losses in declining sectors of the local economy over the past 20 years. "Downsized" workers from declining sectors are assumed to fill a portion of new jobs in sectors serving residents.
- ³ Adjustment from number of workers to households using county-wide average of 1.77 workers per worker household derived from the U.S. Census American Community Survey 2011 to 2013.
- ⁴ See Appendix C for additional information on Major Occupation Categories.

APPENDIX B - EXHIBIT 6 - TABLE 3

EXTREMELY LOW-INCOME (ELI) EMPLOYEE HOUSEHOLDS¹ GENERATED

PACIFIC BEACH

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Extremely Low Income Households (under 30% AMI) within Major Occupation Categories ²			
Management	-	-	-
Business and Financial Operations	-	-	-
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.04	-	0.00
Legal	-	-	-
Education Training and Library	0.05	-	0.00
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.01	-	0.00
Healthcare Support	0.17	-	0.01
Protective Service	-	-	-
Food Preparation and Serving Related	1.47	12.44	0.05
Building Grounds and Maintenance	0.48	2.10	0.02
Personal Care and Service	0.80	1.61	0.03
Sales and Related	1.28	3.37	0.05
Office and Admin	0.46	0.65	0.02
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.04	0.08	0.00
Production	-	-	-
Transportation and Material Moving	0.43	1.28	0.02
ELI Households - Major Occupations	5.22	21.54	0.20
ELI Households ¹ - all other occupations	0.57	3.58	0.03
Total ELI Households¹	5.80	25.12	0.23

Notes

¹ Includes households earning from zero through 30% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 6 - TABLE 4
VERY LOW-INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED
PACIFIC BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Very Low Income Households (30%-50% AMI) within Major Occupation Categories ²			
Management	0.03	0.16	0.00
Business and Financial Operations	0.04	-	0.00
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.24	-	0.01
Legal	-	-	-
Education Training and Library	0.40	-	0.01
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.07	-	0.00
Healthcare Support	0.71	-	0.04
Protective Service	-	-	-
Food Preparation and Serving Related	2.60	22.41	0.10
Building Grounds and Maintenance	1.20	4.97	0.04
Personal Care and Service	1.50	2.76	0.06
Sales and Related	2.37	5.50	0.09
Office and Admin	2.54	3.38	0.10
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.39	0.87	0.02
Production	-	-	-
Transportation and Material Moving	1.12	4.91	0.04
Very Low Households - Major Occupations	13.21	44.96	0.52
Very Low Households ¹ - all other occupations	1.45	7.47	0.07
Total Very Low Inc. Households¹	14.67	52.43	0.59

Notes

¹ Includes households earning from 30% through 50% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 6 - TABLE 5

LOWER INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED

PACIFIC BEACH

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Lower Income Households (50%-80% AMI) within Major Occupation Categories ²			
Management	0.26	0.81	0.01
Business and Financial Operations	0.41	-	0.02
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.39	-	0.02
Legal	-	-	-
Education Training and Library	0.79	-	0.02
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.27	-	0.01
Healthcare Support	0.73	-	0.04
Protective Service	-	-	-
Food Preparation and Serving Related	2.56	22.16	0.09
Building Grounds and Maintenance	1.10	4.54	0.04
Personal Care and Service	1.38	2.60	0.05
Sales and Related	2.31	4.99	0.09
Office and Admin	3.22	4.30	0.13
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.66	1.44	0.03
Production	-	-	-
Transportation and Material Moving	1.14	5.58	0.04
Lower Households - Major Occupations	15.22	46.43	0.60
Lower Households ¹ - all other occupations	1.68	7.71	0.08
Total Lower Inc. Households¹	16.90	54.14	0.68

Notes

¹ Includes households earning from 50% through 80% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 6 - TABLE 6
IMPACT ANALYSIS SUMMARY / EMPLOYEE HOUSEHOLDS GENERATED
PACIFIC BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL UNIT DEMAND IMPACTS - PER 100 UNITS

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	5.8	25.1	0.2
30% to 50% AMI	14.7	52.4	0.6
50% to 80% AMI	16.9	54.1	0.7
Subtotal through 80% AMI	37.4	131.7	1.5
Over 80% AMI	20.4	29.0	0.8
Total Employee Households	57.8	160.7	2.3

RESIDENTIAL UNIT DEMAND IMPACTS - PER EACH (1) UNIT

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	0.06	0.25	0.00
30% to 50% AMI	0.15	0.52	0.01
50% to 80% AMI	0.17	0.54	0.01
Subtotal through 80% AMI	0.37	1.32	0.01
Over 80% AMI	0.20	0.29	0.01
Total Employee Households	0.58	1.61	0.02

Notes

¹ Households of retail, education, healthcare and other workers that serve residents of new market rate units.

AMI = Area Median Income

APPENDIX B - EXHIBIT 6 - TABLE 7
SUPPORTED FEE / NEXUS SUMMARY
PACIFIC BEACH
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

TOTAL NEXUS COST PER UNIT

	Affordability Gap Per Unit	Nexus Cost Per Unit ¹			
		RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO		
		<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee</i>	<i>STR Total</i>
Household Income Level					
Under 30% AMI	\$241,000 ²	\$14,000	\$60,500	\$500	\$61,000
30% to 50% AMI	\$177,000 ²	\$26,000	\$92,800	\$1,000	\$93,800
50% to 80% AMI	\$209,000 ²	\$35,300	\$113,100	\$1,400	\$114,500
Total Supported Fee Per Unit		\$75,300	\$266,400	\$2,900	\$269,300

Notes:

¹ Nexus cost per unit calculated by multiplying the affordable unit demand from Appendix B - Table 6 by the affordability gap.

² Assumes affordable rental units. Affordability gaps represent the remaining affordability gap after tax credit financing. See affordability gap section for details.

APPENDIX B - EXHIBIT 7 - TABLE 1
IMPLAN MODEL OUTPUT / EMPLOYMENT GENERATED
SOUTHEASTERN / ENCANTO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<i>PER 100 RESIDENTIAL / STR UNITS</i>	<i>RESIDENTIAL USE SCENARIO</i>	<i>STR NEXUS SCENARIO</i>	<i>STR NEXUS SCENARIO</i>	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>	<i>% of Jobs</i>
	100 Residential Units	100 STRs	100 STRs	
Jobs Generated by Industry ¹				
Retail - Motor vehicle and parts dealers	0.6	0.2	0.0	0%
Retail - Clothing and clothing accessories stores	0.6	2.2	0.1	2%
Retail - Nonstore retailers	0.8	0.3	0.1	1%
Retail - Miscellaneous store retailers	0.6	4.4	0.0	3%
Retail - Building material and garden equipment and supplies stores	0.5	0.2	0.0	0%
Retail - Health and personal care stores	0.4	1.4	0.0	1%
Retail - Food and beverage stores	1.3	1.8	0.1	2%
Retail - General merchandise stores	1.3	1.8	0.1	2%
Personal care services	1.0	0.4	0.1	1%
Other personal services	<u>0.8</u>	<u>0.4</u>	<u>0.1</u>	<u>1%</u>
Subtotal Retail and Service	7.8	13.1	0.6	12%
Offices of other health practitioners	0.7	0.3	0.0	1%
Offices of physicians	1.6	0.6	0.1	1%
Hospitals	1.1	0.4	0.1	1%
Offices of dentists	0.6	0.2	0.1	0%
Outpatient care centers	0.4	0.0	0.0	0%
Home health care services	0.3	0.2	0.0	0%
Nursing and community care facilities	<u>0.8</u>	<u>0.3</u>	<u>0.2</u>	<u>1%</u>
Subtotal Healthcare	5.4	2.0	0.5	4%
Limited-service restaurants	0.0	8.9	0.1	5%
Full-service restaurants	2.4	28.8	0.2	17%
All other food and drinking places	1.2	17.7	0.1	10%
Individual and family services	<u>1.4</u>	<u>0.6</u>	<u>0.1</u>	<u>1%</u>
Subtotal Restaurant	5.1	56.1	0.5	34%
Elementary and secondary schools	0.3	0.0	0.0	0%
Junior colleges, colleges, universities, and professional schools	0.6	0.4	0.0	1%
Other educational services	<u>0.5</u>	<u>0.4</u>	<u>0.0</u>	<u>1%</u>
Subtotal Education	1.4	0.7	0.1	1%
Traveler Accomodation	0.0	16.2	0.0	9%
Real estate	1.9	2.2	0.2	2%
Wholesale trade	1.2	0.9	0.1	1%
Other financial investment activities	1.2	0.5	0.1	1%
Nondepository credit intermediation and related activities	0.4	0.4	0.0	0%
Legal services	0.4	0.3	0.0	0%
Religious organizations	0.8	0.3	0.1	1%
Child day care services	0.3	0.0	0.0	0%
Other local government enterprises	0.4	0.3	0.0	0%
Private households	0.6	0.3	0.0	0%
Employment services	0.6	0.9	0.0	1%
Insurance agencies, brokerages, and related activities	0.6	0.6	0.0	1%
Amusement parks and arcades	0.1	7.9	0.0	4%
Museums, historical sites, zoos, and parks	0.1	5.8	0.0	3%
Landscape and horticultural services	0.4	0.4	0.0	0%
Other amusement and recreation industries	0.2	4.1	0.0	2%
Transit and ground passenger transportation	0.2	11.8	0.0	7%
Automotive repair and maintenance, except car washes	0.3	0.4	0.0	0%
Services to buildings	0.7	0.9	0.1	1%
All Other	13.3	10.2	1.0	13%
Total Number of Jobs Generated	43.3	136.4	3.4	91%

Notes

- ¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units for Industries representing more than 1% of total employment. Employment estimates are based on the IMPLAN Group's economic model, IMPLAN, for San Diego County (uses 2016 IMPLAN data set, the most recent available as of May 2018). Includes both full- and part-time jobs. Direct STR jobs are reflected in the traveler accomodation industry category

APPENDIX B - EXHIBIT 7 - TABLE 2
NET NEW HOUSEHOLDS AND OCCUPATION DISTRIBUTION
EMPLOYEE HOUSEHOLDS GENERATED
SOUTHEASTERN / ENCANTO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<i>PER 100 RESIDENTIAL / STR UNITS</i>	RESIDENTIAL USE SCENARIO		STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>	
Step 1 - Employees ¹	43.3	136.5	3.4	
Step 2 - Adjustment for Changing Industries (6%) (2)	40.7	128.3	3.2	
Step 3 - Adjustment for Number of Households (1.77) (3)	23.0	72.5	1.8	
Step 4 - Occupation Distribution ⁴				
Management Occupations	4.6%	3.6%	4.7%	
Business and Financial Operations	5.5%	1.9%	5.3%	
Computer and Mathematical	1.5%	0.5%	1.5%	
Architecture and Engineering	0.4%	0.1%	0.4%	
Life, Physical, and Social Science	0.3%	0.1%	0.3%	
Community and Social Services	2.1%	0.2%	2.3%	
Legal	0.7%	0.2%	0.7%	
Education, Training, and Library	2.7%	1.0%	2.6%	
Arts, Design, Entertainment, Sports, and Media	1.7%	1.2%	1.5%	
Healthcare Practitioners and Technical	6.8%	1.3%	6.7%	
Healthcare Support	3.8%	0.5%	5.0%	
Protective Service	1.3%	1.9%	1.4%	
Food Preparation and Serving Related	14.2%	39.4%	12.3%	
Building and Grounds Cleaning and Maint.	5.2%	12.5%	5.3%	
Personal Care and Service	6.4%	4.8%	7.1%	
Sales and Related	13.4%	9.5%	13.3%	
Office and Administrative Support	17.1%	7.5%	16.8%	
Farming, Fishing, and Forestry	0.1%	0.0%	0.1%	
Construction and Extraction	1.0%	0.4%	1.1%	
Installation, Maintenance, and Repair	3.9%	3.2%	4.3%	
Production	1.6%	0.7%	1.7%	
Transportation and Material Moving	5.7%	9.4%	5.6%	
Totals	100.0%	100.0%	100.0%	
Management Occupations	1.1	2.6	0.1	
Business and Financial Operations	1.3	1.4	0.1	
Computer and Mathematical	0.3	0.3	0.0	
Architecture and Engineering	0.1	0.1	0.0	
Life, Physical, and Social Science	0.1	0.1	0.0	
Community and Social Services	0.5	0.2	0.0	
Legal	0.2	0.1	0.0	
Education, Training, and Library	0.6	0.8	0.0	
Arts, Design, Entertainment, Sports, and Media	0.4	0.9	0.0	
Healthcare Practitioners and Technical	1.6	0.9	0.1	
Healthcare Support	0.9	0.4	0.1	
Protective Service	0.3	1.4	0.0	
Food Preparation and Serving Related	3.3	28.5	0.2	
Building and Grounds Cleaning and Maint.	1.2	9.1	0.1	
Personal Care and Service	1.5	3.5	0.1	
Sales and Related	3.1	6.9	0.2	
Office and Administrative Support	3.9	5.5	0.3	
Farming, Fishing, and Forestry	0.0	0.0	0.0	
Construction and Extraction	0.2	0.3	0.0	
Installation, Maintenance, and Repair	0.9	2.3	0.1	
Production	0.4	0.5	0.0	
Transportation and Material Moving	<u>1.3</u>	<u>6.8</u>	<u>0.1</u>	
Totals	23.0	72.5	1.8	

Notes:

- ¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units from APPENDIX B - EXHIBIT 7 - TABLE 1.
- ² The 6% adjustment is based upon job losses in declining sectors of the local economy over the past 20 years. "Downsized" workers from declining sectors are assumed to fill a portion of new jobs in sectors serving residents.
- ³ Adjustment from number of workers to households using county-wide average of 1.77 workers per worker household derived from the U.S. Census American Community Survey 2011 to 2013.
- ⁴ See Appendix C for additional information on Major Occupation Categories.

APPENDIX B - EXHIBIT 7 - TABLE 3

EXTREMELY LOW-INCOME (ELI) EMPLOYEE HOUSEHOLDS¹ GENERATED
 SOUTHEASTERN / ENCANTO
 SHORT TERM RENTAL NEXUS STUDY
 SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Extremely Low Income Households (under 30% AMI) within Major Occupation Categories ²			
Management	-	-	-
Business and Financial Operations	-	-	-
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.02	-	0.00
Legal	-	-	-
Education Training and Library	0.01	-	0.00
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.00	-	0.00
Healthcare Support	0.06	-	0.01
Protective Service	-	-	-
Food Preparation and Serving Related	0.62	5.31	0.04
Building Grounds and Maintenance	0.17	1.45	0.01
Personal Care and Service	0.27	0.69	0.02
Sales and Related	0.50	1.44	0.04
Office and Admin	0.19	0.33	0.01
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.02	0.05	0.00
Production	-	-	-
Transportation and Material Moving	0.17	0.55	0.01
ELI Households - Major Occupations	2.03	9.82	0.16
ELI Households ¹ - all other occupations	0.27	1.53	0.02
Total ELI Households¹	2.30	11.35	0.18

Notes

¹ Includes households earning from zero through 30% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 7 - TABLE 4
VERY LOW-INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED
SOUTHEASTERN / ENCANTO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Very Low Income Households (30%-50% AMI) within Major Occupation Categories ²			
Management	0.01	0.09	0.00
Business and Financial Operations	0.02	-	0.00
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.09	-	0.01
Legal	-	-	-
Education Training and Library	0.07	-	0.01
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.03	-	0.00
Healthcare Support	0.28	-	0.03
Protective Service	-	-	-
Food Preparation and Serving Related	1.10	9.57	0.08
Building Grounds and Maintenance	0.42	3.32	0.03
Personal Care and Service	0.52	1.18	0.05
Sales and Related	0.94	2.35	0.07
Office and Admin	1.05	1.50	0.08
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.17	0.50	0.02
Production	-	-	-
Transportation and Material Moving	0.44	2.10	0.03
Very Low Households - Major Occupations	5.15	20.60	0.41
Very Low Households ¹ - all other occupations	0.69	3.21	0.05
Total Very Low Inc. Households¹	5.84	23.82	0.46

Notes

¹ Includes households earning from 30% through 50% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 7 - TABLE 5

LOWER INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED
 SOUTHEASTERN / ENCANTO
 SHORT TERM RENTAL NEXUS STUDY
 SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Step 5 & 6 - Lower Income Households (50%-80% AMI) within Major Occupation Categories²			
Management	0.10	0.43	0.01
Business and Financial Operations	0.18	-	0.01
Computer and Mathematical	-	-	-
Architecture and Engineering	-	-	-
Life, Physical and Social Science	-	-	-
Community and Social Services	0.14	-	0.01
Legal	-	-	-
Education Training and Library	0.20	-	0.01
Arts, Design, Entertainment, Sports, & Media	-	-	-
Healthcare Practitioners and Technical	0.11	-	0.01
Healthcare Support	0.30	-	0.03
Protective Service	-	-	-
Food Preparation and Serving Related	1.08	9.46	0.07
Building Grounds and Maintenance	0.39	2.96	0.03
Personal Care and Service	0.47	1.11	0.04
Sales and Related	0.93	2.13	0.07
Office and Admin	1.34	1.86	0.10
Farm, Fishing, and Forestry	-	-	-
Construction and Extraction	-	-	-
Installation Maintenance and Repair	0.29	0.80	0.03
Production	-	-	-
Transportation and Material Moving	0.44	2.38	0.03
Lower Households - Major Occupations	5.99	21.14	0.47
Lower Households ¹ - all other occupations	0.80	3.29	0.06
Total Lower Inc. Households¹	6.79	24.43	0.54

Notes

¹ Includes households earning from 50% through 80% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 7 - TABLE 6
IMPACT ANALYSIS SUMMARY / EMPLOYEE HOUSEHOLDS GENERATED
SOUTHEASTERN / ENCANTO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL UNIT DEMAND IMPACTS - PER 100 UNITS

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	2.3	11.3	0.2
30% to 50% AMI	5.8	23.8	0.5
50% to 80% AMI	6.8	24.4	0.5
Subtotal through 80% AMI	14.9	59.6	1.2
Over 80% AMI	8.0	12.9	0.6
Total Employee Households	23.0	72.5	1.8

RESIDENTIAL UNIT DEMAND IMPACTS - PER EACH (1) UNIT

Number of New Households ¹	RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO	
	<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee Household Income</i>
Under 30% AMI	0.02	0.11	0.00
30% to 50% AMI	0.06	0.24	0.00
50% to 80% AMI	0.07	0.24	0.01
Subtotal through 80% AMI	0.15	0.60	0.01
Over 80% AMI	0.08	0.13	0.01
Total Employee Households	0.23	0.72	0.02

Notes

¹ Households of retail, education, healthcare and other workers that serve residents of new market rate units.

AMI = Area Median Income

APPENDIX B - EXHIBIT 7 - TABLE 7
SUPPORTED FEE / NEXUS SUMMARY
SOUTHEASTERN / ENCANTO
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

TOTAL NEXUS COST PER UNIT

	Affordability Gap Per Unit	Nexus Cost Per Unit ¹			
		RESIDENTIAL USE SCENARIO	STR NEXUS SCENARIO		
		<i>Single-Family Dwelling</i>	<i>STR Visitor Spending</i>	<i>STR Direct Employee</i>	<i>STR Total</i>
Household Income Level					
Under 30% AMI	\$241,000 ²	\$5,500	\$27,300	\$400	\$27,700
30% to 50% AMI	\$177,000 ²	\$10,300	\$42,200	\$800	\$43,000
50% to 80% AMI	\$209,000 ²	\$14,200	\$51,100	\$1,100	\$52,200
Total Supported Fee Per Unit		\$30,000	\$120,600	\$2,300	\$122,900

Notes:

¹ Nexus cost per unit calculated by multiplying the affordable unit demand from Appendix B - Table 6 by the affordability gap.

² Assumes affordable rental units. Affordability gaps represent the remaining affordability gap after tax credit financing. See affordability gap section for details.

APPENDIX B - EXHIBIT 8 - TABLE 1
IMPLAN MODEL OUTPUT / EMPLOYMENT GENERATED
HIGH-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS	STR NEXUS SCENARIO	STR NEXUS SCENARIO	
	STR Visitor Spending	STR Home Share Household Revenue	% of Jobs
	100 STRs	100 STRs	
Jobs Generated by Industry ¹			
Retail - Motor vehicle and parts dealers	0.2	0.0	0%
Retail - Clothing and clothing accessories stores	1.5	0.2	2%
Retail - Nonstore retailers	0.2	0.3	1%
Retail - Miscellaneous store retailers	3.0	0.2	3%
Retail - Building material and garden equipment and supplies stores	0.1	0.2	0%
Retail - Health and personal care stores	0.9	0.2	1%
Retail - Food and beverage stores	1.2	0.5	2%
Retail - General merchandise stores	1.2	0.5	2%
Personal care services	0.3	0.3	1%
Other personal services	<u>0.2</u>	<u>0.3</u>	<u>1%</u>
Subtotal Retail and Service	8.9	2.7	12%
Offices of other health practitioners	0.2	0.3	0%
Offices of physicians	0.4	0.5	1%
Hospitals	0.3	0.2	1%
Offices of dentists	0.2	0.2	0%
Outpatient care centers	0.0	0.2	0%
Home health care services	0.1	0.3	0%
Nursing and community care facilities	<u>0.2</u>	<u>0.2</u>	<u>0%</u>
Subtotal Healthcare	1.4	1.8	3%
Limited-service restaurants	6.1	0.8	7%
Full-service restaurants	19.6	0.8	21%
All other food and drinking places	12.1	0.4	13%
Individual and family services	<u>0.4</u>	<u>0.7</u>	<u>1%</u>
Subtotal Restaurant	38.2	2.8	42%
Elementary and secondary schools	0.0	0.3	0%
Junior colleges, colleges, universities, and professional schools	0.2	0.4	1%
Other educational services	<u>0.3</u>	<u>0.4</u>	<u>1%</u>
Subtotal Education	0.5	1.1	2%
Traveler Accomodation	0.0	0.0	0%
Real estate	1.5	0.6	2%
Wholesale trade	0.6	0.4	1%
Other financial investment activities	0.3	0.2	1%
Nondepository credit intermediation and related activities	0.3	0.2	0%
Legal services	0.2	0.2	0%
Religious organizations	0.2	0.2	0%
Child day care services	0.0	0.2	0%
Other local government enterprises	0.2	0.1	0%
Private households	0.2	0.3	0%
Employment services	0.6	0.2	1%
Insurance agencies, brokerages, and related activities	0.4	0.2	1%
Amusement parks and arcades	5.4	0.0	6%
Museums, historical sites, zoos, and parks	4.0	0.0	4%
Landscape and horticultural services	0.3	0.2	0%
Other amusement and recreation industries	2.8	0.1	3%
Transit and ground passenger transportation	8.0	0.1	8%
Automotive repair and maintenance, except car washes	0.2	0.1	0%
Services to buildings	0.6	0.2	1%
All Other	6.9	4.3	11%
Total Number of Jobs Generated	81.9	16.4	100%

Notes

¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units for Industries representing more than 1% of total employment. Employment estimates are based on the IMPLAN Group's economic model, IMPLAN, for San Diego County (uses 2016 IMPLAN data set, the most recent available as of May 2018). Includes both full- and part-time jobs. Direct STR jobs are reflected in the traveler accomodation industry

APPENDIX B - EXHIBIT 8 - TABLE 2
NET NEW HOUSEHOLDS AND OCCUPATION DISTRIBUTION
EMPLOYEE HOUSEHOLDS GENERATED
HIGH-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

STR NEXUS SCENARIO

	STR Home Share Household	
	STR Visitor Spending	Revenue
Step 1 - Employees ¹	81.9	16.4
Step 2 - Adjustment for Changing Industries (6%) (2)	77.0	15.4
Step 3 - Adjustment for Number of Households (1.77) (3)	43.5	8.7
Step 4 - Occupation Distribution ⁴		
Management Occupations	3.3%	4.4%
Business and Financial Operations	2.2%	4.7%
Computer and Mathematical	0.5%	1.4%
Architecture and Engineering	0.1%	0.4%
Life, Physical, and Social Science	0.1%	0.4%
Community and Social Services	0.3%	2.2%
Legal	0.2%	0.9%
Education, Training, and Library	1.2%	4.9%
Arts, Design, Entertainment, Sports, and Media	1.3%	2.1%
Healthcare Practitioners and Technical	1.5%	5.8%
Healthcare Support	0.6%	3.7%
Protective Service	2.2%	1.4%
Food Preparation and Serving Related	44.9%	13.3%
Building and Grounds Cleaning and Maint.	3.0%	5.9%
Personal Care and Service	5.5%	7.4%
Sales and Related	10.9%	13.0%
Office and Administrative Support	8.2%	16.2%
Farming, Fishing, and Forestry	0.1%	0.1%
Construction and Extraction	0.5%	1.0%
Installation, Maintenance, and Repair	2.0%	3.4%
Production	0.8%	1.6%
Transportation and Material Moving	10.7%	5.8%
Totals	100.0%	100.0%
Management Occupations	1.4	0.4
Business and Financial Operations	1.0	0.4
Computer and Mathematical	0.2	0.1
Architecture and Engineering	0.0	0.0
Life, Physical, and Social Science	0.1	0.0
Community and Social Services	0.1	0.2
Legal	0.1	0.1
Education, Training, and Library	0.5	0.4
Arts, Design, Entertainment, Sports, and Media	0.6	0.2
Healthcare Practitioners and Technical	0.6	0.5
Healthcare Support	0.3	0.3
Protective Service	0.9	0.1
Food Preparation and Serving Related	19.5	1.2
Building and Grounds Cleaning and Maint.	1.3	0.5
Personal Care and Service	2.4	0.6
Sales and Related	4.7	1.1
Office and Administrative Support	3.6	1.4
Farming, Fishing, and Forestry	0.0	0.0
Construction and Extraction	0.2	0.1
Installation, Maintenance, and Repair	0.9	0.3
Production	0.4	0.1
Transportation and Material Moving	<u>4.6</u>	<u>0.5</u>
Totals	43.5	8.7

Notes:

- ¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units from APPENDIX B - EXHIBIT 8 -
- ² The 6% adjustment is based upon job losses in declining sectors of the local economy over the past 20 years. "Downsized" workers from declining sectors are assumed to fill a portion of new jobs in sectors serving residents.
- ³ Adjustment from number of workers to households using county-wide average of 1.77 workers per worker household derived from the U.S. Census American Community Survey 2011 to 2013.
- ⁴ See Appendix C for additional information on Major Occupation Categories.

APPENDIX B - EXHIBIT 8 - TABLE 3

EXTREMELY LOW-INCOME (ELI) EMPLOYEE HOUSEHOLDS¹ GENERATED
HIGH-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	STR NEXUS SCENARIO	
	STR Visitor Spending	STR Home Share Household Revenue
Step 5 & 6 - Extremely Low Income Households (under 30% AMI) within Major Occupation Categories ²		
Management	-	-
Business and Financial Operations	0.00	-
Computer and Mathematical	-	-
Architecture and Engineering	-	-
Life, Physical and Social Science	-	-
Community and Social Services	-	0.01
Legal	-	-
Education Training and Library	-	0.01
Arts, Design, Entertainment, Sports, & Media	-	-
Healthcare Practitioners and Technical	-	0.00
Healthcare Support	-	0.03
Protective Service	0.11	-
Food Preparation and Serving Related	0.16	0.22
Building Grounds and Maintenance	0.14	0.07
Personal Care and Service	0.21	0.12
Sales and Related	0.22	0.19
Office and Admin	0.05	0.07
Farm, Fishing, and Forestry	-	-
Construction and Extraction	-	-
Installation Maintenance and Repair	-	0.01
Production	-	-
Transportation and Material Moving	0.08	0.07
ELI Households - Major Occupations	0.97	0.79
ELI Households ¹ - all other occupations	0.15	0.09
Total ELI Households¹	1.12	0.87

Notes

¹ Includes households earning from zero through 30% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 8 - TABLE 4
VERY LOW-INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED
HIGH-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	STR NEXUS SCENARIO	
	STR Visitor Spending	STR Home Share Household Revenue
Step 5 & 6 - Very Low Income Households (30%-50% AMI) within Major Occupation Categories ²		
Management	0.03	0.00
Business and Financial Operations	0.03	0.01
Computer and Mathematical	-	-
Architecture and Engineering	-	-
Life, Physical and Social Science	-	-
Community and Social Services	-	0.04
Legal	-	-
Education Training and Library	-	0.06
Arts, Design, Entertainment, Sports, & Media	-	-
Healthcare Practitioners and Technical	-	0.01
Healthcare Support	-	0.11
Protective Service	0.29	-
Food Preparation and Serving Related	9.25	0.39
Building Grounds and Maintenance	0.50	0.18
Personal Care and Service	1.06	0.23
Sales and Related	2.36	0.36
Office and Admin	1.09	0.38
Farm, Fishing, and Forestry	-	-
Construction and Extraction	-	-
Installation Maintenance and Repair	-	0.06
Production	-	-
Transportation and Material Moving	1.72	0.17
Very Low Households - Major Occupations	16.34	1.99
Very Low Households ¹ - all other occupations	2.46	0.22
Total Very Low Inc. Households¹	18.80	2.21

Notes

¹ Includes households earning from 30% through 50% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 8 - TABLE 5

LOWER INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED
HIGH-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	STR NEXUS SCENARIO	
	STR Visitor Spending	STR Home Share Household Revenue
Step 5 & 6 - Lower Income Households (50%-80% AMI) within Major Occupation Categories ²		
Management	0.19	0.04
Business and Financial Operations	0.16	0.06
Computer and Mathematical	-	-
Architecture and Engineering	-	-
Life, Physical and Social Science	-	-
Community and Social Services	-	0.06
Legal	-	-
Education Training and Library	-	0.12
Arts, Design, Entertainment, Sports, & Media	-	-
Healthcare Practitioners and Technical	-	0.04
Healthcare Support	-	0.11
Protective Service	0.32	-
Food Preparation and Serving Related	6.48	0.39
Building Grounds and Maintenance	0.42	0.17
Personal Care and Service	0.76	0.21
Sales and Related	1.45	0.35
Office and Admin	1.22	0.49
Farm, Fishing, and Forestry	-	-
Construction and Extraction	-	-
Installation Maintenance and Repair	-	0.10
Production	-	-
Transportation and Material Moving	1.62	0.17
Lower Households - Major Occupations	12.62	2.30
Lower Households ¹ - all other occupations	1.90	0.25
Total Lower Inc. Households¹	14.53	2.55

Notes

¹ Includes households earning from 50% through 80% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 8 - TABLE 6
IMPACT ANALYSIS SUMMARY / EMPLOYEE HOUSEHOLDS GENERATED
HIGH-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL UNIT DEMAND IMPACTS - PER 100 UNITS

Number of New Households¹	STR NEXUS SCENARIO	
	<i>STR Visitor Spending</i>	<i>STR Home Share Household Revenue</i>
Under 30% AMI	6.1	0.9
30% to 50% AMI	13.8	2.2
50% to 80% AMI	14.5	2.5
Subtotal through 80% AMI	34.4	5.6
Over 80% AMI	9.1	3.1
Total Employee Households	43.5	8.7

RESIDENTIAL UNIT DEMAND IMPACTS - PER EACH (1) UNIT

Number of New Households¹	STR NEXUS SCENARIO	
	<i>STR Visitor Spending</i>	<i>STR Home Share Household Revenue</i>
Under 30% AMI	0.06	0.01
30% to 50% AMI	0.14	0.02
50% to 80% AMI	0.15	0.03
Subtotal through 80% AMI	0.34	0.06
Over 80% AMI	0.09	0.03
Total Employee Households	0.44	0.09

Notes

¹ Households of retail, education, healthcare and other workers that serve residents of new market rate units.

AMI = Area Median Income

APPENDIX B - EXHIBIT 8 - TABLE 7
SUPPORTED FEE / NEXUS SUMMARY
HIGH-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

TOTAL NEXUS COST PER UNIT

Household Income Level	Affordability Gap Per Unit	Nexus Cost Per Unit ¹		
		STR NEXUS SCENARIO		
		<i>STR Visitor Spending</i>	<i>STR Home Share Household</i>	<i>STR Total</i>
Under 30% AMI	\$241,000 ²	\$14,700	\$2,100	\$16,800
30% to 50% AMI	\$177,000 ²	\$24,400	\$3,900	\$28,300
50% to 80% AMI	\$209,000 ²	\$30,400	\$5,300	\$35,700
Total Supported Fee Per Unit		\$69,500	\$11,300	\$80,800

Notes:

¹ Nexus cost per unit calculated by multiplying the affordable unit demand from Appendix B - Table 6 by the affordability

² Assumes affordable rental units. Affordability gaps represent the remaining affordability gap after tax credit financing. See affordability gap section for details.

APPENDIX B - EXHIBIT 9 - TABLE 1
IMPLAN MODEL OUTPUT / EMPLOYMENT GENERATED
MID-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS	STR NEXUS SCENARIO	STR NEXUS SCENARIO	
	STR Visitor Spending	STR Home Share Household Revenue	% of Jobs
	100 STRs	100 STRs	
Jobs Generated by Industry ¹			
Retail - Motor vehicle and parts dealers	0.1	0.0	0%
Retail - Clothing and clothing accessories stores	1.0	0.2	2%
Retail - Nonstore retailers	0.1	0.2	1%
Retail - Miscellaneous store retailers	1.9	0.2	3%
Retail - Building material and garden equipment and supplies stores	0.1	0.1	0%
Retail - Health and personal care stores	0.6	0.1	1%
Retail - Food and beverage stores	0.8	0.4	2%
Retail - General merchandise stores	0.8	0.4	2%
Personal care services	0.2	0.3	1%
Other personal services	<u>0.2</u>	<u>0.3</u>	<u>1%</u>
Subtotal Retail and Service	5.7	2.3	12%
Offices of other health practitioners	0.1	0.2	1%
Offices of physicians	0.3	0.5	1%
Hospitals	0.2	0.3	1%
Offices of dentists	0.1	0.2	0%
Outpatient care centers	0.0	0.1	0%
Home health care services	0.1	0.2	0%
Nursing and community care facilities	<u>0.1</u>	<u>0.2</u>	<u>1%</u>
Subtotal Healthcare	0.9	1.8	4%
Limited-service restaurants	3.8	0.7	7%
Full-service restaurants	12.4	0.8	20%
All other food and drinking places	7.6	0.4	12%
Individual and family services	<u>0.3</u>	<u>0.5</u>	<u>1%</u>
Subtotal Restaurant	24.2	2.3	40%
Elementary and secondary schools	0.0	0.1	0%
Junior colleges, colleges, universities, and professional schools	0.2	0.3	1%
Other educational services	<u>0.2</u>	<u>0.2</u>	<u>1%</u>
Subtotal Education	0.3	0.6	1%
Traveler Accomodation	0.0	0.0	0%
Real estate	0.9	0.5	2%
Wholesale trade	0.4	0.4	1%
Other financial investment activities	0.2	0.4	1%
Nondepository credit intermediation and related activities	0.2	0.1	0%
Legal services	0.1	0.1	0%
Religious organizations	0.1	0.2	1%
Child day care services	0.0	0.1	0%
Other local government enterprises	0.1	0.1	0%
Private households	0.1	0.2	0%
Employment services	0.4	0.2	1%
Insurance agencies, brokerages, and related activities	0.3	0.2	1%
Amusement parks and arcades	3.4	0.0	5%
Museums, historical sites, zoos, and parks	2.5	0.0	4%
Landscape and horticultural services	0.2	0.1	0%
Other amusement and recreation industries	1.8	0.1	3%
Transit and ground passenger transportation	5.1	0.1	8%
Automotive repair and maintenance, except car washes	0.2	0.1	0%
Services to buildings	0.4	0.2	1%
All Other	4.4	3.8	12%
Total Number of Jobs Generated	51.8	14.0	100%

Notes

- ¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units for Industries representing more than 1% of total employment. Employment estimates are based on the IMPLAN Group's economic model, IMPLAN, for San Diego County (uses 2016 IMPLAN data set, the most recent available as of May 2018). Includes both full- and part-time jobs. Direct STR jobs are reflected in the traveler accomodation industry

APPENDIX B - EXHIBIT 9 - TABLE 2
NET NEW HOUSEHOLDS AND OCCUPATION DISTRIBUTION
EMPLOYEE HOUSEHOLDS GENERATED
MID-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

STR NEXUS SCENARIO

	STR Home Share Household	
	STR Visitor Spending	Revenue
Step 1 - Employees ¹	51.8	14.0
Step 2 - Adjustment for Changing Industries (6%) (2)	48.7	13.2
Step 3 - Adjustment for Number of Households (1.77) (3)	27.5	7.4
Step 4 - Occupation Distribution ⁴		
Management Occupations	3.3%	4.5%
Business and Financial Operations	2.2%	5.3%
Computer and Mathematical	0.5%	1.5%
Architecture and Engineering	0.1%	0.4%
Life, Physical, and Social Science	0.1%	0.3%
Community and Social Services	0.3%	2.1%
Legal	0.2%	0.7%
Education, Training, and Library	1.2%	3.1%
Arts, Design, Entertainment, Sports, and Media	1.3%	1.8%
Healthcare Practitioners and Technical	1.5%	6.7%
Healthcare Support	0.6%	4.0%
Protective Service	2.2%	1.4%
Food Preparation and Serving Related	44.9%	13.9%
Building and Grounds Cleaning and Maint.	3.0%	5.3%
Personal Care and Service	5.5%	6.8%
Sales and Related	10.9%	13.1%
Office and Administrative Support	8.2%	16.8%
Farming, Fishing, and Forestry	0.1%	0.1%
Construction and Extraction	0.5%	1.1%
Installation, Maintenance, and Repair	2.0%	3.8%
Production	0.8%	1.6%
Transportation and Material Moving	10.7%	5.7%
Totals	100.0%	100.0%
Management Occupations	0.9	0.3
Business and Financial Operations	0.6	0.4
Computer and Mathematical	0.1	0.1
Architecture and Engineering	0.0	0.0
Life, Physical, and Social Science	0.0	0.0
Community and Social Services	0.1	0.2
Legal	0.1	0.1
Education, Training, and Library	0.3	0.2
Arts, Design, Entertainment, Sports, and Media	0.4	0.1
Healthcare Practitioners and Technical	0.4	0.5
Healthcare Support	0.2	0.3
Protective Service	0.6	0.1
Food Preparation and Serving Related	12.4	1.0
Building and Grounds Cleaning and Maint.	0.8	0.4
Personal Care and Service	1.5	0.5
Sales and Related	3.0	1.0
Office and Administrative Support	2.3	1.2
Farming, Fishing, and Forestry	0.0	0.0
Construction and Extraction	0.1	0.1
Installation, Maintenance, and Repair	0.6	0.3
Production	0.2	0.1
Transportation and Material Moving	<u>2.9</u>	<u>0.4</u>
Totals	27.5	7.4

Notes:

- ¹ Estimated employment generated by expenditures of households within 100 prototypical market rate units from APPENDIX B - EXHIBIT 9 -
- ² The 6% adjustment is based upon job losses in declining sectors of the local economy over the past 20 years. "Downsized" workers from declining sectors are assumed to fill a portion of new jobs in sectors serving residents.
- ³ Adjustment from number of workers to households using county-wide average of 1.77 workers per worker household derived from the U.S. Census American Community Survey 2011 to 2013.
- ⁴ See Appendix C for additional information on Major Occupation Categories.

APPENDIX B - EXHIBIT 9 - TABLE 3

EXTREMELY LOW-INCOME (ELI) EMPLOYEE HOUSEHOLDS¹ GENERATED
MID-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	STR NEXUS SCENARIO	
	STR Visitor Spending	STR Home Share Household Revenue
Step 5 & 6 - Extremely Low Income Households (under 30% AMI) within Major Occupation Categories ²		
Management	-	-
Business and Financial Operations	0.00	-
Computer and Mathematical	-	-
Architecture and Engineering	-	-
Life, Physical and Social Science	-	-
Community and Social Services	-	0.01
Legal	-	-
Education Training and Library	-	0.02
Arts, Design, Entertainment, Sports, & Media	-	-
Healthcare Practitioners and Technical	-	0.00
Healthcare Support	-	0.02
Protective Service	0.06	-
Food Preparation and Serving Related	2.29	0.20
Building Grounds and Maintenance	0.12	0.06
Personal Care and Service	0.30	0.09
Sales and Related	0.62	0.16
Office and Admin	0.12	0.06
Farm, Fishing, and Forestry	-	-
Construction and Extraction	-	-
Installation Maintenance and Repair	-	0.00
Production	-	-
Transportation and Material Moving	0.24	0.06
ELI Households - Major Occupations	3.73	0.68
ELI Households ¹ - all other occupations	0.56	0.09
Total ELI Households¹	4.30	0.77

Notes

¹ Includes households earning from zero through 30% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 9 - TABLE 4
VERY LOW-INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED
MID-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	STR NEXUS SCENARIO	
	STR Visitor Spending	STR Home Share Household Revenue
Step 5 & 6 - Very Low Income Households (30%-50% AMI) within Major Occupation Categories²		
Management	0.02	0.00
Business and Financial Operations	0.02	0.01
Computer and Mathematical	-	-
Architecture and Engineering	-	-
Life, Physical and Social Science	-	-
Community and Social Services	-	0.03
Legal	-	-
Education Training and Library	-	0.04
Arts, Design, Entertainment, Sports, & Media	-	-
Healthcare Practitioners and Technical	-	0.01
Healthcare Support	-	0.10
Protective Service	0.19	-
Food Preparation and Serving Related	4.12	0.35
Building Grounds and Maintenance	0.29	0.14
Personal Care and Service	0.51	0.18
Sales and Related	1.01	0.30
Office and Admin	0.61	0.34
Farm, Fishing, and Forestry	-	-
Construction and Extraction	-	-
Installation Maintenance and Repair	-	0.06
Production	-	-
Transportation and Material Moving	0.90	0.14
Very Low Households - Major Occupations	7.68	1.68
Very Low Households ¹ - all other occupations	1.16	0.23
Total Very Low Inc. Households¹	8.83	1.91

Notes

¹ Includes households earning from 30% through 50% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 9 - TABLE 5

LOWER INCOME EMPLOYEE HOUSEHOLDS¹ GENERATED

MID-MARKET HOME SHARE

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

PER 100 RESIDENTIAL / STR UNITS

	STR NEXUS SCENARIO	
	STR Visitor Spending	STR Home Share Household Revenue
Step 5 & 6 - Lower Income Households (50%-80% AMI) within Major Occupation Categories ²		
Management	0.12	0.03
Business and Financial Operations	0.10	0.06
Computer and Mathematical	-	-
Architecture and Engineering	-	-
Life, Physical and Social Science	-	-
Community and Social Services	-	0.05
Legal	-	-
Education Training and Library	-	0.07
Arts, Design, Entertainment, Sports, & Media	-	-
Healthcare Practitioners and Technical	-	0.04
Healthcare Support	-	0.10
Protective Service	0.20	-
Food Preparation and Serving Related	4.08	0.34
Building Grounds and Maintenance	0.27	0.13
Personal Care and Service	0.48	0.16
Sales and Related	0.92	0.30
Office and Admin	0.77	0.43
Farm, Fishing, and Forestry	-	-
Construction and Extraction	-	-
Installation Maintenance and Repair	-	0.09
Production	-	-
Transportation and Material Moving	1.03	0.14
Lower Households - Major Occupations	7.96	1.93
Lower Households ¹ - all other occupations	1.20	0.26
Total Lower Inc. Households¹	9.16	2.19

Notes

¹ Includes households earning from 50% through 80% of San Diego County Area Median Income.

² See Appendix C for additional information on Major Occupation Categories. Note that the model places individual employees into households. Many households have multiple income sources and therefore household income is higher than the wages shown in Appendix C. The distribution of the number of workers per worker household and the distribution of household size are based on American Community Survey data.

APPENDIX B - EXHIBIT 9 - TABLE 6
IMPACT ANALYSIS SUMMARY / EMPLOYEE HOUSEHOLDS GENERATED
MID-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

RESIDENTIAL UNIT DEMAND IMPACTS - PER 100 UNITS

Number of New Households¹	STR NEXUS SCENARIO	
	<i>STR Visitor Spending</i>	<i>STR Home Share Household Revenue</i>
Under 30% AMI	4.3	0.8
30% to 50% AMI	8.8	1.9
50% to 80% AMI	9.2	2.2
Subtotal through 80% AMI	22.3	4.9
Over 80% AMI	5.2	2.6
Total Employee Households	27.5	7.4

RESIDENTIAL UNIT DEMAND IMPACTS - PER EACH (1) UNIT

Number of New Households¹	STR NEXUS SCENARIO	
	<i>STR Visitor Spending</i>	<i>STR Home Share Household Revenue</i>
Under 30% AMI	0.04	0.01
30% to 50% AMI	0.09	0.02
50% to 80% AMI	0.09	0.02
Subtotal through 80% AMI	0.22	0.05
Over 80% AMI	0.05	0.03
Total Employee Households	0.28	0.07

Notes

¹ Households of retail, education, healthcare and other workers that serve residents of new market rate units.

AMI = Area Median Income

APPENDIX B - EXHIBIT 9 - TABLE 7
SUPPORTED FEE / NEXUS SUMMARY
MID-MARKET HOME SHARE
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

TOTAL NEXUS COST PER UNIT

	Affordability Gap Per Unit	Nexus Cost Per Unit ¹		
		STR NEXUS SCENARIO		
		<i>STR Visitor Spending</i>	<i>STR Home Share Household</i>	<i>STR Total</i>
Household Income Level				
Under 30% AMI	\$241,000 ²	\$10,400	\$1,800	\$12,200
30% to 50% AMI	\$177,000 ²	\$15,600	\$3,400	\$19,000
50% to 80% AMI	\$209,000 ²	\$19,100	\$4,600	\$23,700
Total Supported Fee Per Unit		\$45,100	\$9,800	\$54,900

Notes:

¹ Nexus cost per unit calculated by multiplying the affordable unit demand from Appendix B - Table 6 by the affordability

² Assumes affordable rental units. Affordability gaps represent the remaining affordability gap after tax credit financing. See affordability gap section for details.

APPENDIX C - Occupation and Compensation Analysis

Short Term Rental Nexus Study

APPENDIX C - EXHIBIT 1 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO DOWNTOWN STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Major Occupations (2% or more)	Worker Occupation Distribution ¹
	Services to Downtown STR
Management Occupations	3.6%
Food Preparation and Serving Related Occupations	39.3%
Building and Grounds Cleaning and Maintenance Occupations	9.1%
Personal Care and Service Occupations	4.8%
Sales and Related Occupations	9.5%
Office and Administrative Support Occupations	7.5%
Installation, Maintenance, and Repair Occupations	3.0%
Transportation and Material Moving Occupations	9.3%
All Other Worker Occupations - Services to Downtown STR	<u>14.0%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 1 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO DOWNTOWN STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 1 of 2			
<i>Management Occupations</i>			
General and Operations Managers	\$128,400	31.8%	1.1%
Financial Managers	\$145,700	3.8%	0.1%
Food Service Managers	\$58,900	16.6%	0.6%
Property, Real Estate, and Community Association Managers	\$70,400	25.1%	0.9%
All other Management Occupations (Avg. All Categories)	<u>\$95,500</u>	<u>22.7%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$95,500	100.0%	3.6%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.8%	2.7%
Cooks, Fast Food	\$24,200	3.8%	1.5%
Cooks, Restaurant	\$28,200	8.9%	3.5%
Food Preparation Workers	\$24,900	5.2%	2.0%
Bartenders	\$35,600	8.3%	3.2%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	25.6%	10.0%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	4.1%	1.6%
Waiters and Waitresses	\$36,000	19.9%	7.8%
Dining Room and Cafeteria Attendants and Bartender Helpers	\$25,200	3.1%	1.2%
Dishwashers	\$23,400	4.0%	1.6%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,400</u>	<u>10.5%</u>	<u>4.1%</u>
Weighted Mean Annual Wage	\$29,400	100.0%	39.3%
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Housekeeping and Janitorial Workers	\$41,800	7.0%	0.6%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	13.6%	1.2%
Maids and Housekeeping Cleaners	\$26,700	66.0%	6.0%
Landscaping and Groundskeeping Workers	\$31,000	9.6%	0.9%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$28,700</u>	<u>3.8%</u>	<u>0.3%</u>
Weighted Mean Annual Wage	\$28,700	100.0%	9.1%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	5.2%	0.2%
Nonfarm Animal Caretakers	\$33,100	8.5%	0.4%
Ushers, Lobby Attendants, and Ticket Takers	\$24,100	4.5%	0.2%
Amusement and Recreation Attendants	\$24,100	40.8%	1.9%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	3.2%	0.2%
Tour Guides and Escorts	\$29,400	9.2%	0.4%
Personal Care Aides	\$25,000	5.1%	0.2%
Fitness Trainers and Aerobics Instructors	\$46,200	9.5%	0.5%
Recreation Workers	\$29,600	4.2%	0.2%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$29,600</u>	<u>9.8%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$29,600	100.0%	4.8%

APPENDIX C - EXHIBIT 1 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO DOWNTOWN STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 2 of 2			
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.9%	0.8%
Cashiers	\$24,600	36.3%	3.4%
Retail Salespersons	\$30,000	39.7%	3.8%
Sales Representatives, Services, All Other	\$59,400	3.3%	0.3%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$30,800</u>	<u>11.9%</u>	<u>1.1%</u>
Weighted Mean Annual Wage	\$30,800	100.0%	9.5%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	5.8%	0.4%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	8.4%	0.6%
Customer Service Representatives	\$39,100	12.3%	0.9%
Receptionists and Information Clerks	\$32,600	5.5%	0.4%
Dispatchers, Except Police, Fire, and Ambulance	\$40,700	4.8%	0.4%
Stock Clerks and Order Fillers	\$28,100	11.3%	0.8%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	9.7%	0.7%
Office Clerks, General	\$35,300	14.2%	1.1%
Office and Administrative Support Workers, All Other	\$29,800	4.1%	0.3%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$38,500</u>	<u>23.8%</u>	<u>1.8%</u>
Weighted Mean Annual Wage	\$38,500	100.0%	7.5%
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	4.7%	0.1%
Automotive Service Technicians and Mechanics	\$45,600	5.3%	0.2%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	9.1%	0.3%
Maintenance and Repair Workers, General	\$41,600	65.1%	1.9%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$44,500</u>	<u>15.7%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$44,500	100.0%	3.0%
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, Transit and Intercity	\$32,900	13.2%	1.2%
Bus Drivers, School or Special Client	\$39,100	40.0%	3.7%
Driver/Sales Workers	\$35,500	6.7%	0.6%
Light Truck or Delivery Services Drivers	\$35,200	4.0%	0.4%
Taxi Drivers and Chauffeurs	\$27,700	16.1%	1.5%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	5.3%	0.5%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$34,900</u>	<u>14.6%</u>	<u>1.4%</u>
Weighted Mean Annual Wage	\$34,900	100.0%	9.3%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 2 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO LA JOLLA STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<div> <div>Worker Occupation Distribution¹</div> <div>SerVICES TO LA JOLLA ENTIRE HOME STR</div> </div>	
Major Occupations (2% or more)	
Management Occupations	3.2%
Business and Financial Operations Occupations	2.0%
Food Preparation and Serving Related Occupations	41.3%
Building and Grounds Cleaning and Maintenance Occupations	6.1%
Personal Care and Service Occupations	5.0%
Sales and Related Occupations	10.0%
Office and Administrative Support Occupations	7.6%
Installation, Maintenance, and Repair Occupations	2.3%
Transportation and Material Moving Occupations	9.8%
All Other Worker Occupations - Services to La Jolla Entire Home STR	<u>12.7%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 2 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO LA JOLLA STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 1 of 3			
<i>Management Occupations</i>			
General and Operations Managers	\$128,400	38.1%	1.2%
Sales Managers	\$124,600	3.3%	0.1%
Financial Managers	\$145,700	4.5%	0.1%
Food Service Managers	\$58,900	19.9%	0.6%
Property, Real Estate, and Community Association Managers	\$70,400	10.4%	0.3%
All other Management Occupations (Avg. All Categories)	<u>\$103,200</u>	<u>23.9%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$103,200	100.0%	3.2%
<i>Business and Financial Operations Occupations</i>			
Human Resources Specialists	\$73,000	6.6%	0.1%
Management Analysts	\$90,200	5.8%	0.1%
Meeting, Convention, and Event Planners	\$54,900	6.4%	0.1%
Fundraisers	\$57,100	3.2%	0.1%
Training and Development Specialists	\$75,000	4.2%	0.1%
Market Research Analysts and Marketing Specialists	\$73,000	9.6%	0.2%
Business Operations Specialists, All Other	\$80,300	9.3%	0.2%
Accountants and Auditors	\$79,600	19.7%	0.4%
Financial Analysts	\$100,400	3.9%	0.1%
Personal Financial Advisors	\$137,400	3.9%	0.1%
Loan Officers	\$94,200	3.5%	0.1%
All Other Business and Financial Operations Occupations (Avg. All Categories)	<u>\$80,500</u>	<u>23.7%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$80,500	100.0%	2.0%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.8%	2.8%
Cooks, Fast Food	\$24,200	3.8%	1.6%
Cooks, Restaurant	\$28,200	8.9%	3.7%
Food Preparation Workers	\$24,900	5.2%	2.1%
Bartenders	\$35,600	8.3%	3.4%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	25.6%	10.5%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	4.1%	1.7%
Waiters and Waitresses	\$36,000	19.9%	8.2%
Dining Room and Cafeteria Attendants and Bartender Helpers	\$25,200	3.1%	1.3%
Dishwashers	\$23,400	4.0%	1.6%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,400</u>	<u>10.5%</u>	<u>4.3%</u>
Weighted Mean Annual Wage	\$29,400	100.0%	41.3%
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Housekeeping and Janitorial Workers	\$41,800	4.4%	0.3%
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$55,200	3.1%	0.2%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	21.1%	1.3%
Maids and Housekeeping Cleaners	\$26,700	38.2%	2.3%
Landscaping and Groundskeeping Workers	\$31,000	29.1%	1.8%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$30,300</u>	<u>4.2%</u>	<u>0.3%</u>
Weighted Mean Annual Wage	\$30,300	100.0%	6.1%

Source: Bureau of Labor Statistics, IMPLAN
 Prepared by: Keyser Marston Associates, Inc.
 File name: SD STR Nexus_6 9 18; Comp LJE; trb
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APPENDIX C - EXHIBIT 2 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO LA JOLLA STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 2 of 3			
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	5.2%	0.3%
Nonfarm Animal Caretakers	\$33,100	8.5%	0.4%
Ushers, Lobby Attendants, and Ticket Takers	\$24,100	4.5%	0.2%
Amusement and Recreation Attendants	\$24,100	40.8%	2.0%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	3.2%	0.2%
Tour Guides and Escorts	\$29,400	9.2%	0.5%
Personal Care Aides	\$25,000	5.1%	0.3%
Fitness Trainers and Aerobics Instructors	\$46,200	9.5%	0.5%
Recreation Workers	\$29,600	4.2%	0.2%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$29,600</u>	<u>9.8%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$29,600	100.0%	5.0%
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.9%	0.9%
Cashiers	\$24,600	36.3%	3.6%
Retail Salespersons	\$30,000	39.7%	4.0%
Sales Representatives, Services, All Other	\$59,400	3.3%	0.3%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$30,800</u>	<u>11.9%</u>	<u>1.2%</u>
Weighted Mean Annual Wage	\$30,800	100.0%	10.0%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	6.0%	0.5%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	8.6%	0.7%
Customer Service Representatives	\$39,100	12.6%	1.0%
Receptionists and Information Clerks	\$32,600	5.7%	0.4%
Dispatchers, Except Police, Fire, and Ambulance	\$40,700	4.9%	0.4%
Stock Clerks and Order Fillers	\$28,100	11.6%	0.9%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	10.0%	0.8%
Office Clerks, General	\$35,300	14.5%	1.1%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$39,000</u>	<u>26.2%</u>	<u>2.0%</u>
Weighted Mean Annual Wage	\$39,000	100.0%	7.6%
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	6.3%	0.1%
Automotive Service Technicians and Mechanics	\$45,600	7.2%	0.2%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	12.2%	0.3%
Maintenance and Repair Workers, General	\$41,600	53.2%	1.2%
Installation, Maintenance, and Repair Workers, All Other	\$38,200	3.1%	0.1%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$45,500</u>	<u>18.0%</u>	<u>0.4%</u>
Weighted Mean Annual Wage	\$45,500	100.0%	2.3%

APPENDIX C - EXHIBIT 2 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO LA JOLLA STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg.	% of Total	% of Total
	Compensation ¹	Occupation Group ²	lo. of Service Workers
Page 3 of 3			
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, Transit and Intercity	\$32,900	13.2%	1.3%
Bus Drivers, School or Special Client	\$39,100	40.0%	3.9%
Driver/Sales Workers	\$35,500	6.7%	0.7%
Light Truck or Delivery Services Drivers	\$35,200	4.0%	0.4%
Taxi Drivers and Chauffeurs	\$27,700	16.1%	1.6%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	5.3%	0.5%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$34,900</u>	<u>14.6%</u>	<u>1.4%</u>
Weighted Mean Annual Wage	\$34,900	100.0%	9.8%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 3 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO MISSION BEACH STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<div> <div>Worker Occupation Distribution¹</div> <div>SerVICES TO MISSION BEACH STR</div> </div>	
Major Occupations (2% or more)	
Management Occupations	3.3%
Food Preparation and Serving Related Occupations	40.8%
Building and Grounds Cleaning and Maintenance Occupations	6.6%
Personal Care and Service Occupations	5.0%
Sales and Related Occupations	9.9%
Office and Administrative Support Occupations	7.6%
Installation, Maintenance, and Repair Occupations	2.6%
Transportation and Material Moving Occupations	9.7%
All Other Worker Occupations - Services to Mission Beach STR	<u>14.5%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 3 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO MISSION BEACH STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 1 of 2			
<i>Management Occupations</i>			
General and Operations Managers	\$128,400	35.6%	1.2%
Sales Managers	\$124,600	3.0%	0.1%
Financial Managers	\$145,700	4.2%	0.1%
Food Service Managers	\$58,900	18.6%	0.6%
Property, Real Estate, and Community Association Managers	\$70,400	16.3%	0.5%
All other Management Occupations (Avg. All Categories)	<u>\$100,400</u>	<u>22.3%</u>	<u>0.7%</u>
Weighted Mean Annual Wage	\$100,400	100.0%	3.3%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.8%	2.8%
Cooks, Fast Food	\$24,200	3.8%	1.5%
Cooks, Restaurant	\$28,200	8.9%	3.6%
Food Preparation Workers	\$24,900	5.2%	2.1%
Bartenders	\$35,600	8.3%	3.4%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	25.6%	10.4%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	4.1%	1.7%
Waiters and Waitresses	\$36,000	19.9%	8.1%
Dining Room and Cafeteria Attendants and Bartender Helpers	\$25,200	3.1%	1.3%
Dishwashers	\$23,400	4.0%	1.6%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,400</u>	<u>10.5%</u>	<u>4.3%</u>
Weighted Mean Annual Wage	\$29,400	100.0%	40.8%
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Housekeeping and Janitorial Workers	\$41,800	6.1%	0.4%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	19.4%	1.3%
Maids and Housekeeping Cleaners	\$26,700	55.4%	3.7%
Landscaping and Groundskeeping Workers	\$31,000	13.8%	0.9%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$28,900</u>	<u>5.4%</u>	<u>0.4%</u>
Weighted Mean Annual Wage	\$28,900	100.0%	6.6%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	5.2%	0.3%
Nonfarm Animal Caretakers	\$33,100	8.5%	0.4%
Ushers, Lobby Attendants, and Ticket Takers	\$24,100	4.5%	0.2%
Amusement and Recreation Attendants	\$24,100	40.8%	2.0%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	3.2%	0.2%
Tour Guides and Escorts	\$29,400	9.2%	0.5%
Personal Care Aides	\$25,000	5.1%	0.3%
Fitness Trainers and Aerobics Instructors	\$46,200	9.5%	0.5%
Recreation Workers	\$29,600	4.2%	0.2%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$29,600</u>	<u>9.8%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$29,600	100.0%	5.0%

APPENDIX C - EXHIBIT 3 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO MISSION BEACH STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 2 of 2			
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.9%	0.9%
Cashiers	\$24,600	36.3%	3.6%
Retail Salespersons	\$30,000	39.7%	3.9%
Sales Representatives, Services, All Other	\$59,400	3.3%	0.3%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$30,800</u>	<u>11.9%</u>	<u>1.2%</u>
Weighted Mean Annual Wage	\$30,800	100.0%	9.9%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	5.9%	0.5%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	8.5%	0.6%
Customer Service Representatives	\$39,100	12.5%	1.0%
Receptionists and Information Clerks	\$32,600	5.6%	0.4%
Dispatchers, Except Police, Fire, and Ambulance	\$40,700	4.9%	0.4%
Stock Clerks and Order Fillers	\$28,100	11.5%	0.9%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	9.9%	0.8%
Office Clerks, General	\$35,300	14.4%	1.1%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$39,000</u>	<u>26.7%</u>	<u>2.0%</u>
Weighted Mean Annual Wage	\$39,000	100.0%	7.6%
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	5.7%	0.1%
Automotive Service Technicians and Mechanics	\$45,600	6.4%	0.2%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	10.9%	0.3%
Maintenance and Repair Workers, General	\$41,600	58.1%	1.5%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$45,200</u>	<u>18.9%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$45,200	100.0%	2.6%
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, Transit and Intercity	\$32,900	13.2%	1.3%
Bus Drivers, School or Special Client	\$39,100	40.0%	3.9%
Driver/Sales Workers	\$35,500	6.7%	0.7%
Light Truck or Delivery Services Drivers	\$35,200	4.0%	0.4%
Taxi Drivers and Chauffeurs	\$27,700	16.1%	1.6%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	5.3%	0.5%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$34,900</u>	<u>14.6%</u>	<u>1.4%</u>
Weighted Mean Annual Wage	\$34,900	100.0%	9.7%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 4 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO MISSION VALLEY STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<div> <div>Worker Occupation Distribution¹</div> <div>SerVICES TO MISSION VALLEY STR</div> </div>	
Major Occupations (2% or more)	
Management Occupations	3.5%
Food Preparation and Serving Related Occupations	39.6%
Building and Grounds Cleaning and Maintenance Occupations	8.6%
Personal Care and Service Occupations	4.8%
Sales and Related Occupations	9.6%
Office and Administrative Support Occupations	7.5%
Installation, Maintenance, and Repair Occupations	2.9%
Transportation and Material Moving Occupations	9.4%
All Other Worker Occupations - Services to Mission Valley STR	<u>14.1%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 4 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO MISSION VALLEY STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 1 of 2			
<i>Management Occupations</i>			
General and Operations Managers	\$128,400	33.4%	1.2%
Financial Managers	\$145,700	3.9%	0.1%
Food Service Managers	\$58,900	17.4%	0.6%
Property, Real Estate, and Community Association Managers	\$70,400	21.5%	0.7%
All other Management Occupations (Avg. All Categories)	<u>\$97,000</u>	<u>23.8%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$97,000	100.0%	3.5%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.8%	2.7%
Cooks, Fast Food	\$24,200	3.8%	1.5%
Cooks, Restaurant	\$28,200	8.9%	3.5%
Food Preparation Workers	\$24,900	5.2%	2.1%
Bartenders	\$35,600	8.3%	3.3%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	25.6%	10.1%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	4.1%	1.6%
Waiters and Waitresses	\$36,000	19.9%	7.9%
Dining Room and Cafeteria Attendants and Bartender Helpers	\$25,200	3.1%	1.2%
Dishwashers	\$23,400	4.0%	1.6%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,400</u>	<u>10.5%</u>	<u>4.2%</u>
Weighted Mean Annual Wage	\$29,400	100.0%	39.6%
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Housekeeping and Janitorial Workers	\$41,800	6.9%	0.6%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	14.5%	1.2%
Maids and Housekeeping Cleaners	\$26,700	64.4%	5.5%
Landscaping and Groundskeeping Workers	\$31,000	10.3%	0.9%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$28,700</u>	<u>4.0%</u>	<u>0.3%</u>
Weighted Mean Annual Wage	\$28,700	100.0%	8.6%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	5.2%	0.2%
Nonfarm Animal Caretakers	\$33,100	8.5%	0.4%
Ushers, Lobby Attendants, and Ticket Takers	\$24,100	4.5%	0.2%
Amusement and Recreation Attendants	\$24,100	40.8%	2.0%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	3.2%	0.2%
Tour Guides and Escorts	\$29,400	9.2%	0.4%
Personal Care Aides	\$25,000	5.1%	0.2%
Fitness Trainers and Aerobics Instructors	\$46,200	9.5%	0.5%
Recreation Workers	\$29,600	4.2%	0.2%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$29,600</u>	<u>9.8%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$29,600	100.0%	4.8%

APPENDIX C - EXHIBIT 4 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO MISSION VALLEY STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 2 of 2			
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.9%	0.9%
Cashiers	\$24,600	36.3%	3.5%
Retail Salespersons	\$30,000	39.7%	3.8%
Sales Representatives, Services, All Other	\$59,400	3.3%	0.3%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$30,800</u>	<u>11.9%</u>	<u>1.1%</u>
Weighted Mean Annual Wage	\$30,800	100.0%	9.6%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	5.9%	0.4%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	8.4%	0.6%
Customer Service Representatives	\$39,100	12.4%	0.9%
Receptionists and Information Clerks	\$32,600	5.6%	0.4%
Dispatchers, Except Police, Fire, and Ambulance	\$40,700	4.8%	0.4%
Stock Clerks and Order Fillers	\$28,100	11.4%	0.9%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	9.8%	0.7%
Office Clerks, General	\$35,300	14.3%	1.1%
Office and Administrative Support Workers, All Other	\$29,800	3.5%	0.3%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$38,600</u>	<u>24.0%</u>	<u>1.8%</u>
Weighted Mean Annual Wage	\$38,600	100.0%	7.5%
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	4.9%	0.1%
Automotive Service Technicians and Mechanics	\$45,600	5.5%	0.2%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	9.4%	0.3%
Maintenance and Repair Workers, General	\$41,600	63.9%	1.8%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$44,600</u>	<u>16.3%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$44,600	100.0%	2.9%
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, Transit and Intercity	\$32,900	13.2%	1.2%
Bus Drivers, School or Special Client	\$39,100	40.0%	3.8%
Driver/Sales Workers	\$35,500	6.7%	0.6%
Light Truck or Delivery Services Drivers	\$35,200	4.0%	0.4%
Taxi Drivers and Chauffeurs	\$27,700	16.1%	1.5%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	5.3%	0.5%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$34,900</u>	<u>14.6%</u>	<u>1.4%</u>
Weighted Mean Annual Wage	\$34,900	100.0%	9.4%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 5 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO NORTH PARK STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Major Occupations (2% or more)	Worker Occupation Distribution ¹ Services to North Park Entire Home STR
Management Occupations	3.5%
Food Preparation and Serving Related Occupations	38.2%
Building and Grounds Cleaning and Maintenance Occupations	11.6%
Personal Care and Service Occupations	4.6%
Sales and Related Occupations	9.2%
Office and Administrative Support Occupations	7.3%
Installation, Maintenance, and Repair Occupations	3.0%
Transportation and Material Moving Occupations	9.1%
All Other Worker Occupations - Services to North Park Entire Home STR	<u>13.6%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 5 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO NORTH PARK STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 1 of 2			
<i>Management Occupations</i>			
General and Operations Managers	\$128,400	32.1%	1.1%
Financial Managers	\$145,700	3.8%	0.1%
Food Service Managers	\$58,900	16.8%	0.6%
Property, Real Estate, and Community Association Managers	\$70,400	24.4%	0.8%
All other Management Occupations (Avg. All Categories)	<u>\$95,800</u>	<u>22.9%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$95,800	100.0%	3.5%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.8%	2.6%
Cooks, Fast Food	\$24,200	3.8%	1.4%
Cooks, Restaurant	\$28,200	8.9%	3.4%
Food Preparation Workers	\$24,900	5.2%	2.0%
Bartenders	\$35,600	8.3%	3.2%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	25.6%	9.8%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	4.1%	1.6%
Waiters and Waitresses	\$36,000	19.9%	7.6%
Dining Room and Cafeteria Attendants and Bartender Helpers	\$25,200	3.1%	1.2%
Dishwashers	\$23,400	4.0%	1.5%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,400</u>	<u>10.5%</u>	<u>4.0%</u>
Weighted Mean Annual Wage	\$29,400	100.0%	38.2%
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Housekeeping and Janitorial Workers	\$41,800	5.9%	0.7%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	10.4%	1.2%
Maids and Housekeeping Cleaners	\$26,700	56.3%	6.5%
Landscaping and Groundskeeping Workers	\$31,000	23.0%	2.7%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$29,000</u>	<u>4.4%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$29,000	100.0%	11.6%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	5.2%	0.2%
Nonfarm Animal Caretakers	\$33,100	8.5%	0.4%
Ushers, Lobby Attendants, and Ticket Takers	\$24,100	4.5%	0.2%
Amusement and Recreation Attendants	\$24,100	40.8%	1.9%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	3.2%	0.2%
Tour Guides and Escorts	\$29,400	9.2%	0.4%
Personal Care Aides	\$25,000	5.1%	0.2%
Fitness Trainers and Aerobics Instructors	\$46,200	9.5%	0.4%
Recreation Workers	\$29,600	4.2%	0.2%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$29,600</u>	<u>9.8%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$29,600	100.0%	4.6%

APPENDIX C - EXHIBIT 5 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO NORTH PARK STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 2 of 2			
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.9%	0.8%
Cashiers	\$24,600	36.3%	3.3%
Retail Salespersons	\$30,000	39.7%	3.7%
Sales Representatives, Services, All Other	\$59,400	3.3%	0.3%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$30,800</u>	<u>11.9%</u>	<u>1.1%</u>
Weighted Mean Annual Wage	\$30,800	100.0%	9.2%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	5.8%	0.4%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	8.3%	0.6%
Customer Service Representatives	\$39,100	12.2%	0.9%
Receptionists and Information Clerks	\$32,600	5.5%	0.4%
Dispatchers, Except Police, Fire, and Ambulance	\$40,700	4.8%	0.3%
Stock Clerks and Order Fillers	\$28,100	11.3%	0.8%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	9.7%	0.7%
Office Clerks, General	\$35,300	14.1%	1.0%
Office and Administrative Support Workers, All Other	\$29,800	4.6%	0.3%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$38,400</u>	<u>23.7%</u>	<u>1.7%</u>
Weighted Mean Annual Wage	\$38,400	100.0%	7.3%
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	4.5%	0.1%
Automotive Service Technicians and Mechanics	\$45,600	5.1%	0.2%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	8.7%	0.3%
Maintenance and Repair Workers, General	\$41,600	66.7%	2.0%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$44,300</u>	<u>15.0%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$44,300	100.0%	3.0%
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, Transit and Intercity	\$32,900	13.2%	1.2%
Bus Drivers, School or Special Client	\$39,100	40.0%	3.6%
Driver/Sales Workers	\$35,500	6.7%	0.6%
Light Truck or Delivery Services Drivers	\$35,200	4.0%	0.4%
Taxi Drivers and Chauffeurs	\$27,700	16.1%	1.5%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	5.3%	0.5%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$34,900</u>	<u>14.6%</u>	<u>1.3%</u>
Weighted Mean Annual Wage	\$34,900	100.0%	9.1%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 6 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO PACIFIC BEACH STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<div> <div>Worker Occupation Distribution¹</div> <div>SerVICES TO PACIFIC BEACH STR</div> </div>	
Major Occupations (2% or more)	
Management Occupations	3.2%
Food Preparation and Serving Related Occupations	40.0%
Building and Grounds Cleaning and Maintenance Occupations	8.4%
Personal Care and Service Occupations	4.9%
Sales and Related Occupations	9.7%
Office and Administrative Support Occupations	7.5%
Installation, Maintenance, and Repair Occupations	2.5%
Transportation and Material Moving Occupations	9.5%
All Other Worker Occupations - Services to Pacific Beach STR	<u>14.2%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 6 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO PACIFIC BEACH STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 1 of 2			
<i>Management Occupations</i>			
General and Operations Managers	\$128,400	36.1%	1.2%
Sales Managers	\$124,600	3.1%	0.1%
Financial Managers	\$145,700	4.3%	0.1%
Food Service Managers	\$58,900	18.8%	0.6%
Property, Real Estate, and Community Association Managers	\$70,400	15.1%	0.5%
All other Management Occupations (Avg. All Categories)	<u>\$100,900</u>	<u>22.6%</u>	<u>0.7%</u>
Weighted Mean Annual Wage	\$100,900	100.0%	3.2%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.8%	2.7%
Cooks, Fast Food	\$24,200	3.8%	1.5%
Cooks, Restaurant	\$28,200	8.9%	3.6%
Food Preparation Workers	\$24,900	5.2%	2.1%
Bartenders	\$35,600	8.3%	3.3%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	25.6%	10.2%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	4.1%	1.6%
Waiters and Waitresses	\$36,000	19.9%	7.9%
Dining Room and Cafeteria Attendants and Bartender Helpers	\$25,200	3.1%	1.2%
Dishwashers	\$23,400	4.0%	1.6%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,400</u>	<u>10.5%</u>	<u>4.2%</u>
Weighted Mean Annual Wage	\$29,400	100.0%	40.0%
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Housekeeping and Janitorial Workers	\$41,800	4.7%	0.4%
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$55,200	3.2%	0.3%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	14.9%	1.3%
Maids and Housekeeping Cleaners	\$26,700	43.0%	3.6%
Landscaping and Groundskeeping Workers	\$31,000	31.1%	2.6%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$30,200</u>	<u>2.9%</u>	<u>0.2%</u>
Weighted Mean Annual Wage	\$30,200	100.0%	8.4%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	5.2%	0.3%
Nonfarm Animal Caretakers	\$33,100	8.5%	0.4%
Ushers, Lobby Attendants, and Ticket Takers	\$24,100	4.5%	0.2%
Amusement and Recreation Attendants	\$24,100	40.8%	2.0%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	3.2%	0.2%
Tour Guides and Escorts	\$29,400	9.2%	0.4%
Personal Care Aides	\$25,000	5.1%	0.2%
Fitness Trainers and Aerobics Instructors	\$46,200	9.5%	0.5%
Recreation Workers	\$29,600	4.2%	0.2%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$29,600</u>	<u>9.8%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$29,600	100.0%	4.9%

APPENDIX C - EXHIBIT 6 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO PACIFIC BEACH STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 2 of 2			
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.9%	0.9%
Cashiers	\$24,600	36.3%	3.5%
Retail Salespersons	\$30,000	39.7%	3.8%
Sales Representatives, Services, All Other	\$59,400	3.3%	0.3%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$30,800</u>	<u>11.9%</u>	<u>1.1%</u>
Weighted Mean Annual Wage	\$30,800	100.0%	9.7%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	5.9%	0.4%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	8.5%	0.6%
Customer Service Representatives	\$39,100	12.5%	0.9%
Receptionists and Information Clerks	\$32,600	5.6%	0.4%
Dispatchers, Except Police, Fire, and Ambulance	\$40,700	4.9%	0.4%
Stock Clerks and Order Fillers	\$28,100	11.5%	0.9%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	9.9%	0.7%
Office Clerks, General	\$35,300	14.4%	1.1%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$39,000</u>	<u>26.9%</u>	<u>2.0%</u>
Weighted Mean Annual Wage	\$39,000	100.0%	7.5%
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	5.7%	0.1%
Automotive Service Technicians and Mechanics	\$45,600	6.4%	0.2%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	10.9%	0.3%
Maintenance and Repair Workers, General	\$41,600	58.2%	1.5%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$45,200</u>	<u>18.9%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$45,200	100.0%	2.5%
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, Transit and Intercity	\$32,900	13.2%	1.3%
Bus Drivers, School or Special Client	\$39,100	40.0%	3.8%
Driver/Sales Workers	\$35,500	6.7%	0.6%
Light Truck or Delivery Services Drivers	\$35,200	4.0%	0.4%
Taxi Drivers and Chauffeurs	\$27,700	16.1%	1.5%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	5.3%	0.5%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$34,900</u>	<u>14.6%</u>	<u>1.4%</u>
Weighted Mean Annual Wage	\$34,900	100.0%	9.5%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 7 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO SOUTHEASTERN / ENCANTO STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Major Occupations (2% or more)	Worker Occupation Distribution ¹ Services to Southeastern / Encanto STR
Management Occupations	3.5%
Food Preparation and Serving Related Occupations	37.9%
Building and Grounds Cleaning and Maintenance Occupations	12.0%
Personal Care and Service Occupations	4.6%
Sales and Related Occupations	9.2%
Office and Administrative Support Occupations	7.3%
Installation, Maintenance, and Repair Occupations	3.1%
Transportation and Material Moving Occupations	9.0%
All Other Worker Occupations - Services to Southeastern / Encanto STR	<u>13.5%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 7 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO SOUTHEASTERN / ENCANTO STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 1 of 2			
<i>Management Occupations</i>			
General and Operations Managers	\$128,400	31.7%	1.1%
Financial Managers	\$145,700	3.7%	0.1%
Food Service Managers	\$58,900	16.6%	0.6%
Property, Real Estate, and Community Association Managers	\$70,400	25.4%	0.9%
All other Management Occupations (Avg. All Categories)	<u>\$95,400</u>	<u>22.6%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$95,400	100.0%	3.5%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.8%	2.6%
Cooks, Fast Food	\$24,200	3.8%	1.4%
Cooks, Restaurant	\$28,200	8.9%	3.4%
Food Preparation Workers	\$24,900	5.2%	2.0%
Bartenders	\$35,600	8.3%	3.1%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	25.6%	9.7%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	4.1%	1.6%
Waiters and Waitresses	\$36,000	19.9%	7.5%
Dining Room and Cafeteria Attendants and Bartender Helpers	\$25,200	3.1%	1.2%
Dishwashers	\$23,400	4.0%	1.5%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,400</u>	<u>10.5%</u>	<u>4.0%</u>
Weighted Mean Annual Wage	\$29,400	100.0%	37.9%
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Housekeeping and Janitorial Workers	\$41,800	6.0%	0.7%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	9.9%	1.2%
Maids and Housekeeping Cleaners	\$26,700	56.9%	6.8%
Landscaping and Groundskeeping Workers	\$31,000	22.9%	2.8%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$29,000</u>	<u>4.3%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$29,000	100.0%	12.0%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	5.2%	0.2%
Nonfarm Animal Caretakers	\$33,100	8.5%	0.4%
Ushers, Lobby Attendants, and Ticket Takers	\$24,100	4.5%	0.2%
Amusement and Recreation Attendants	\$24,100	40.8%	1.9%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	3.2%	0.1%
Tour Guides and Escorts	\$29,400	9.2%	0.4%
Personal Care Aides	\$25,000	5.1%	0.2%
Fitness Trainers and Aerobics Instructors	\$46,200	9.5%	0.4%
Recreation Workers	\$29,600	4.2%	0.2%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$29,600</u>	<u>9.8%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$29,600	100.0%	4.6%

APPENDIX C - EXHIBIT 7 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO SOUTHEASTERN / ENCANTO STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 2 of 2			
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.9%	0.8%
Cashiers	\$24,600	36.3%	3.3%
Retail Salespersons	\$30,000	39.7%	3.6%
Sales Representatives, Services, All Other	\$59,400	3.3%	0.3%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$30,800</u>	<u>11.9%</u>	<u>1.1%</u>
Weighted Mean Annual Wage	\$30,800	100.0%	9.2%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	5.8%	0.4%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	8.3%	0.6%
Customer Service Representatives	\$39,100	12.2%	0.9%
Receptionists and Information Clerks	\$32,600	5.5%	0.4%
Dispatchers, Except Police, Fire, and Ambulance	\$40,700	4.8%	0.3%
Stock Clerks and Order Fillers	\$28,100	11.2%	0.8%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	9.6%	0.7%
Office Clerks, General	\$35,300	14.1%	1.0%
Office and Administrative Support Workers, All Other	\$29,800	4.9%	0.4%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$38,400</u>	<u>23.6%</u>	<u>1.7%</u>
Weighted Mean Annual Wage	\$38,400	100.0%	7.3%
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	4.4%	0.1%
Automotive Service Technicians and Mechanics	\$45,600	5.0%	0.2%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	8.4%	0.3%
Maintenance and Repair Workers, General	\$41,600	67.5%	2.1%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$44,300</u>	<u>14.7%</u>	<u>0.4%</u>
Weighted Mean Annual Wage	\$44,300	100.0%	3.1%
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, Transit and Intercity	\$32,900	13.2%	1.2%
Bus Drivers, School or Special Client	\$39,100	40.0%	3.6%
Driver/Sales Workers	\$35,500	6.7%	0.6%
Light Truck or Delivery Services Drivers	\$35,200	4.0%	0.4%
Taxi Drivers and Chauffeurs	\$27,700	16.1%	1.5%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	5.3%	0.5%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$34,900</u>	<u>14.6%</u>	<u>1.3%</u>
Weighted Mean Annual Wage	\$34,900	100.0%	9.0%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 8 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO HIGH-MARKET HOME SHARE STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Major Occupations (2% or more)		<div>Worker Occupation Distribution¹</div> <div>SerVICES TO La Jolla Home Share STR</div>
Management Occupations	3.1%	
Business and Financial Operations Occupations	2.1%	
Protective Service Occupations	2.1%	
Food Preparation and Serving Related Occupations	43.0%	
Building and Grounds Cleaning and Maintenance Occupations	2.9%	
Personal Care and Service Occupations	5.2%	
Sales and Related Occupations	10.4%	
Office and Administrative Support Occupations	7.9%	
Transportation and Material Moving Occupations	10.2%	
All Other Worker Occupations - Services to La Jolla Home Share STR	<u>13.1%</u>	
INDUSTRY TOTAL	100.0%	

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 8 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HIGH-MARKET HOME SHARE STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 1 of 3			
<i>Management Occupations</i>			
General and Operations Managers	\$128,400	40.2%	1.3%
Sales Managers	\$124,600	3.4%	0.1%
Financial Managers	\$145,700	4.7%	0.1%
Food Service Managers	\$58,900	21.0%	0.7%
Property, Real Estate, and Community Association Managers	\$70,400	5.4%	0.2%
Managers, All Other	\$137,300	3.0%	0.1%
All other Management Occupations (Avg. All Categories)	<u>\$106,800</u>	<u>22.2%</u>	<u>0.7%</u>
Weighted Mean Annual Wage	\$106,800	100.0%	3.1%
<i>Business and Financial Operations Occupations</i>			
Human Resources Specialists	\$73,000	6.6%	0.1%
Management Analysts	\$90,200	5.8%	0.1%
Meeting, Convention, and Event Planners	\$54,900	6.4%	0.1%
Fundraisers	\$57,100	3.2%	0.1%
Training and Development Specialists	\$75,000	4.2%	0.1%
Market Research Analysts and Marketing Specialists	\$73,000	9.6%	0.2%
Business Operations Specialists, All Other	\$80,300	9.3%	0.2%
Accountants and Auditors	\$79,600	19.7%	0.4%
Financial Analysts	\$100,400	3.9%	0.1%
Personal Financial Advisors	\$137,400	3.9%	0.1%
Loan Officers	\$94,200	3.5%	0.1%
All Other Business and Financial Operations Occupations (Avg. All Categories)	<u>\$80,500</u>	<u>23.7%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$80,500	100.0%	2.1%
<i>Protective Service Occupations</i>			
Security Guards	\$31,700	47.0%	1.0%
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	\$32,800	20.2%	0.4%
Protective Service Workers, All Other	\$41,300	26.0%	0.5%
All Other Protective Service Occupations (Avg. All Categories)	<u>\$34,600</u>	<u>6.8%</u>	<u>0.1%</u>
Weighted Mean Annual Wage	\$34,600	100.0%	2.1%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.8%	2.9%
Cooks, Fast Food	\$24,200	3.8%	1.6%
Cooks, Restaurant	\$28,200	8.9%	3.8%
Food Preparation Workers	\$24,900	5.2%	2.2%
Bartenders	\$35,600	8.3%	3.5%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	4.1%	1.8%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	4.1%	1.8%
Waiters and Waitresses	\$36,000	19.9%	8.5%
Dining Room and Cafeteria Attendants and Bartender Helpers	\$25,200	3.1%	1.3%
Dishwashers	\$23,400	4.0%	1.7%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$31,200</u>	<u>31.9%</u>	<u>13.7%</u>
Weighted Mean Annual Wage	\$31,200	100.0%	43.0%

Source: Bureau of Labor Statistics, IMPLAN

Prepared by: Keyser Marston Associates, Inc.

File name: SD STR Nexus_6 9 18; Comp LJH; trb

APPENDIX C - EXHIBIT 8 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HIGH-MARKET HOME SHARE STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 2 of 3			
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$55,200	3.7%	0.1%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	46.2%	1.3%
Maids and Housekeeping Cleaners	\$26,700	6.2%	0.2%
Landscaping and Groundskeeping Workers	\$31,000	32.8%	1.0%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$31,000</u>	<u>11.1%</u>	<u>0.3%</u>
Weighted Mean Annual Wage	\$31,000	100.0%	2.9%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	5.2%	0.3%
Nonfarm Animal Caretakers	\$33,100	8.5%	0.4%
Ushers, Lobby Attendants, and Ticket Takers	\$24,100	4.5%	0.2%
Amusement and Recreation Attendants	\$24,100	40.8%	2.1%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	3.2%	0.2%
Tour Guides and Escorts	\$29,400	9.2%	0.5%
Personal Care Aides	\$25,000	5.1%	0.3%
Fitness Trainers and Aerobics Instructors	\$46,200	9.5%	0.5%
Recreation Workers	\$29,600	4.2%	0.2%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$29,600</u>	<u>9.8%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$29,600	100.0%	5.2%
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.9%	0.9%
Cashiers	\$24,600	36.3%	3.8%
Retail Salespersons	\$30,000	39.7%	4.1%
Sales Representatives, Services, All Other	\$59,400	3.3%	0.3%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$30,800</u>	<u>11.9%</u>	<u>1.2%</u>
Weighted Mean Annual Wage	\$30,800	100.0%	10.4%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	6.1%	0.5%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	8.7%	0.7%
Customer Service Representatives	\$39,100	12.8%	1.0%
Receptionists and Information Clerks	\$32,600	5.7%	0.5%
Dispatchers, Except Police, Fire, and Ambulance	\$40,700	5.0%	0.4%
Stock Clerks and Order Fillers	\$28,100	11.8%	0.9%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	10.1%	0.8%
Office Clerks, General	\$35,300	14.7%	1.2%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$39,000</u>	<u>25.2%</u>	<u>2.0%</u>
Weighted Mean Annual Wage	\$39,000	100.0%	7.9%

APPENDIX C - EXHIBIT 8 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HIGH-MARKET HOME SHARE STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg.	% of Total	% of Total
	Compensation ¹	Occupation Group ²	lo. of Service Workers
<i>Page 3 of 3</i>			
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, Transit and Intercity	\$32,900	13.2%	1.3%
Bus Drivers, School or Special Client	\$39,100	40.0%	4.1%
Driver/Sales Workers	\$35,500	6.7%	0.7%
Light Truck or Delivery Services Drivers	\$35,200	4.0%	0.4%
Taxi Drivers and Chauffeurs	\$27,700	16.1%	1.6%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	5.3%	0.5%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$34,900</u>	<u>14.6%</u>	<u>1.5%</u>
Weighted Mean Annual Wage	\$63,200	100.0%	10.2%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 9 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO MID-MARKET HOME SHARE STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Major Occupations (2% or more)	Worker Occupation Distribution ¹ Services to North Park Home Share STR
Management Occupations	3.1%
Business and Financial Operations Occupations	2.1%
Protective Service Occupations	2.1%
Food Preparation and Serving Related Occupations	43.0%
Building and Grounds Cleaning and Maintenance Occupations	2.9%
Personal Care and Service Occupations	5.2%
Sales and Related Occupations	10.4%
Office and Administrative Support Occupations	7.9%
Transportation and Material Moving Occupations	10.2%
All Other Worker Occupations - Services to North Park Home Share STR	<u>13.1%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 9 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO MID-MARKET HOME SHARE STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 1 of 3			
<i>Management Occupations</i>			
General and Operations Managers	\$128,400	40.2%	1.3%
Sales Managers	\$124,600	3.4%	0.1%
Financial Managers	\$145,700	4.7%	0.1%
Food Service Managers	\$58,900	21.0%	0.7%
Property, Real Estate, and Community Association Managers	\$70,400	5.4%	0.2%
Managers, All Other	\$137,300	3.0%	0.1%
All other Management Occupations (Avg. All Categories)	<u>\$106,800</u>	<u>22.2%</u>	<u>0.7%</u>
Weighted Mean Annual Wage	\$106,800	100.0%	3.1%
<i>Business and Financial Operations Occupations</i>			
Human Resources Specialists	\$73,000	6.6%	0.1%
Management Analysts	\$90,200	5.8%	0.1%
Meeting, Convention, and Event Planners	\$54,900	6.4%	0.1%
Fundraisers	\$57,100	3.2%	0.1%
Training and Development Specialists	\$75,000	4.2%	0.1%
Market Research Analysts and Marketing Specialists	\$73,000	9.6%	0.2%
Business Operations Specialists, All Other	\$80,300	9.3%	0.2%
Accountants and Auditors	\$79,600	19.7%	0.4%
Financial Analysts	\$100,400	3.9%	0.1%
Personal Financial Advisors	\$137,400	3.9%	0.1%
Loan Officers	\$94,200	3.5%	0.1%
All Other Business and Financial Operations Occupations (Avg. All Categories)	<u>\$80,500</u>	<u>23.7%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$80,500	100.0%	2.1%
<i>Protective Service Occupations</i>			
Security Guards	\$31,700	47.0%	1.0%
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	\$32,800	20.2%	0.4%
Protective Service Workers, All Other	\$41,300	26.0%	0.5%
All Other Protective Service Occupations (Avg. All Categories)	<u>\$34,600</u>	<u>6.8%</u>	<u>0.1%</u>
Weighted Mean Annual Wage	\$34,600	100.0%	2.1%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.8%	2.9%
Cooks, Fast Food	\$24,200	3.8%	1.6%
Cooks, Restaurant	\$28,200	8.9%	3.8%
Food Preparation Workers	\$24,900	5.2%	2.2%
Bartenders	\$35,600	8.3%	3.5%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	25.6%	11.0%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	4.1%	1.8%
Waiters and Waitresses	\$36,000	19.9%	8.5%
Dining Room and Cafeteria Attendants and Bartender Helpers	\$25,200	3.1%	1.3%
Dishwashers	\$23,400	4.0%	1.7%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,400</u>	<u>10.5%</u>	<u>4.5%</u>
Weighted Mean Annual Wage	\$29,400	100.0%	43.0%

APPENDIX C - EXHIBIT 9 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO MID-MARKET HOME SHARE STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 2 of 3			
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$55,200	3.7%	0.1%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	46.2%	1.3%
Maids and Housekeeping Cleaners	\$26,700	6.2%	0.2%
Landscaping and Groundskeeping Workers	\$31,000	32.8%	1.0%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$31,000</u>	<u>11.1%</u>	<u>0.3%</u>
Weighted Mean Annual Wage	\$31,000	100.0%	2.9%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	5.2%	0.3%
Nonfarm Animal Caretakers	\$33,100	8.5%	0.4%
Ushers, Lobby Attendants, and Ticket Takers	\$24,100	4.5%	0.2%
Amusement and Recreation Attendants	\$24,100	40.8%	2.1%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	3.2%	0.2%
Tour Guides and Escorts	\$29,400	9.2%	0.5%
Personal Care Aides	\$25,000	5.1%	0.3%
Fitness Trainers and Aerobics Instructors	\$46,200	9.5%	0.5%
Recreation Workers	\$29,600	4.2%	0.2%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$29,600</u>	<u>9.8%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$29,600	100.0%	5.2%
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.9%	0.9%
Cashiers	\$24,600	36.3%	3.8%
Retail Salespersons	\$30,000	39.7%	4.1%
Sales Representatives, Services, All Other	\$59,400	3.3%	0.3%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$30,800</u>	<u>11.9%</u>	<u>1.2%</u>
Weighted Mean Annual Wage	\$30,800	100.0%	10.4%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	6.1%	0.5%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	8.7%	0.7%
Customer Service Representatives	\$39,100	12.8%	1.0%
Receptionists and Information Clerks	\$32,600	5.7%	0.5%
Dispatchers, Except Police, Fire, and Ambulance	\$40,700	5.0%	0.4%
Stock Clerks and Order Fillers	\$28,100	11.8%	0.9%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	10.1%	0.8%
Office Clerks, General	\$35,300	14.7%	1.2%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$39,000</u>	<u>25.2%</u>	<u>2.0%</u>
Weighted Mean Annual Wage	\$39,000	100.0%	7.9%

APPENDIX C - EXHIBIT 9 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO MID-MARKET HOME SHARE STR
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 3 of 3			
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, Transit and Intercity	\$32,900	13.2%	1.3%
Bus Drivers, School or Special Client	\$39,100	40.0%	4.1%
Driver/Sales Workers	\$35,500	6.7%	0.7%
Light Truck or Delivery Services Drivers	\$35,200	4.0%	0.4%
Taxi Drivers and Chauffeurs	\$27,700	16.1%	1.6%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	5.3%	0.5%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$34,900</u>	<u>14.6%</u>	<u>1.5%</u>
Weighted Mean Annual Wage	\$40,000	100.0%	10.2%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 10 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO HOUSEHOLDS EARNING \$30 TO \$40K, RESIDENT SERVICES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Major Occupations (2% or more)		<div> Worker Occupation Distribution¹ Services to Households Earning \$30,000 to \$40,000 </div>
Management Occupations	4.5%	
Business and Financial Operations Occupations	5.1%	
Community and Social Service Occupations	2.2%	
Education, Training, and Library Occupations	2.5%	
Healthcare Practitioners and Technical Occupations	6.5%	
Healthcare Support Occupations	4.9%	
Food Preparation and Serving Related Occupations	11.9%	
Building and Grounds Cleaning and Maintenance Occupations	5.1%	
Personal Care and Service Occupations	6.8%	
Sales and Related Occupations	12.9%	
Office and Administrative Support Occupations	16.2%	
Installation, Maintenance, and Repair Occupations	4.1%	
Transportation and Material Moving Occupations	5.4%	
All Other Worker Occupations - Services to Households Earning \$30,000 to \$40,000	<u>11.9%</u>	
INDUSTRY TOTAL	100.0%	

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 10 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$30,000 TO \$40,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
Page 1 of 4			
<i>Management Occupations</i>			
Chief Executives	\$228,300	3.0%	0.1%
General and Operations Managers	\$128,400	34.6%	1.6%
Sales Managers	\$124,600	4.5%	0.2%
Administrative Services Managers	\$97,300	3.6%	0.2%
Financial Managers	\$145,700	9.0%	0.4%
Food Service Managers	\$58,900	4.0%	0.2%
Medical and Health Services Managers	\$117,100	5.5%	0.2%
Property, Real Estate, and Community Association Managers	\$70,400	11.3%	0.5%
Social and Community Service Managers	\$72,700	3.5%	0.2%
Managers, All Other	\$137,300	3.6%	0.2%
All other Management Occupations (Avg. All Categories)	<u>\$118,400</u>	<u>17.5%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$118,400	100.0%	4.5%
<i>Business and Financial Operations Occupations</i>			
Claims Adjusters, Examiners, and Investigators	\$68,500	3.9%	0.2%
Human Resources Specialists	\$73,000	5.2%	0.3%
Management Analysts	\$90,200	5.9%	0.3%
Training and Development Specialists	\$75,000	3.2%	0.2%
Market Research Analysts and Marketing Specialists	\$73,000	7.6%	0.4%
Business Operations Specialists, All Other	\$80,300	9.0%	0.5%
Accountants and Auditors	\$79,600	17.9%	0.9%
Financial Analysts	\$100,400	8.0%	0.4%
Personal Financial Advisors	\$137,400	10.9%	0.6%
Loan Officers	\$94,200	4.6%	0.2%
All Other Business and Financial Operations Occupations (Avg. All Categories)	<u>\$89,900</u>	<u>23.9%</u>	<u>1.2%</u>
Weighted Mean Annual Wage	\$89,900	100.0%	5.1%
<i>Community and Social Service Occupations</i>			
Substance Abuse and Behavioral Disorder Counselors	\$41,400	4.3%	0.1%
Educational, Guidance, School, and Vocational Counselors	\$65,700	4.2%	0.1%
Mental Health Counselors	\$42,900	7.5%	0.2%
Rehabilitation Counselors	\$34,300	4.8%	0.1%
Child, Family, and School Social Workers	\$54,800	11.1%	0.2%
Healthcare Social Workers	\$72,300	6.4%	0.1%
Mental Health and Substance Abuse Social Workers	\$52,100	5.2%	0.1%
Social and Human Service Assistants	\$39,100	19.4%	0.4%
Community and Social Service Specialists, All Other	\$50,100	3.7%	0.1%
Clergy	\$52,200	12.6%	0.3%
Directors, Religious Activities and Education	\$45,600	7.8%	0.2%
All Other Community and Social Service Occupations (Avg. All Categories)	<u>\$48,700</u>	<u>13.1%</u>	<u>0.3%</u>
Weighted Mean Annual Wage	\$48,700	100.0%	2.2%

APPENDIX C - EXHIBIT 10 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$30,000 TO \$40,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Page 2 of 4</i>			
<i>Education, Training, and Library Occupations</i>			
Vocational Education Teachers, Postsecondary	\$67,200	3.9%	0.1%
Preschool Teachers, Except Special Education	\$33,000	15.1%	0.4%
Elementary School Teachers, Except Special Education	\$73,000	5.3%	0.1%
Secondary School Teachers, Except Special and Career/Technical Education	\$73,700	3.1%	0.1%
Self-Enrichment Education Teachers	\$56,600	14.3%	0.4%
Teachers and Instructors, All Other, Except Substitute Teachers	\$59,100	7.9%	0.2%
Substitute Teachers	\$38,600	3.2%	0.1%
Teacher Assistants	\$32,700	13.5%	0.3%
All Other Education, Training, and Library Occupations (Avg. All Categories)	<u>\$48,500</u>	<u>33.6%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$48,500	100.0%	2.5%
<i>Healthcare Practitioners and Technical Occupations</i>			
Pharmacists	\$130,600	3.6%	0.2%
Physicians and Surgeons, All Other	\$242,000	3.9%	0.3%
Physical Therapists	\$94,800	3.3%	0.2%
Registered Nurses	\$93,600	24.9%	1.6%
Dental Hygienists	\$88,400	5.1%	0.3%
Pharmacy Technicians	\$36,600	5.1%	0.3%
Licensed Practical and Licensed Vocational Nurses	\$55,100	12.7%	0.8%
All Other Healthcare Practitioners and Technical Occupations (Avg. All Categories)	<u>\$92,000</u>	<u>41.4%</u>	<u>2.7%</u>
Weighted Mean Annual Wage	\$92,000	100.0%	6.5%
<i>Healthcare Support Occupations</i>			
Home Health Aides	\$29,300	17.8%	0.9%
Nursing Assistants	\$33,000	39.9%	1.9%
Massage Therapists	\$40,900	4.1%	0.2%
Dental Assistants	\$42,700	10.6%	0.5%
Medical Assistants	\$38,200	13.7%	0.7%
All Other Healthcare Support Occupations (Avg. All Categories)	<u>\$34,600</u>	<u>13.8%</u>	<u>0.7%</u>
Weighted Mean Annual Wage	\$34,600	100.0%	4.9%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.8%	0.8%
Cooks, Fast Food	\$24,200	3.7%	0.4%
Cooks, Institution and Cafeteria	\$31,700	3.5%	0.4%
Cooks, Restaurant	\$28,200	8.5%	1.0%
Food Preparation Workers	\$24,900	6.8%	0.8%
Bartenders	\$35,600	6.5%	0.8%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	25.2%	3.0%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	3.4%	0.4%
Waiters and Waitresses	\$36,000	18.7%	2.2%
Dishwashers	\$23,400	4.0%	0.5%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,500</u>	<u>12.8%</u>	<u>1.5%</u>
Weighted Mean Annual Wage	\$29,500	100.0%	11.9%

APPENDIX C - EXHIBIT 10 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$30,000 TO \$40,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$55,200	3.5%	0.2%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	43.6%	2.2%
Maids and Housekeeping Cleaners	\$26,700	12.5%	0.6%
Landscaping and Groundskeeping Workers	\$31,000	31.9%	1.6%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$30,700</u>	<u>8.5%</u>	<u>0.4%</u>
Weighted Mean Annual Wage	\$30,700	100.0%	5.1%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	4.1%	0.3%
Nonfarm Animal Caretakers	\$33,100	8.4%	0.6%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	15.6%	1.1%
Manicurists and Pedicurists	\$22,500	4.2%	0.3%
Childcare Workers	\$27,900	7.8%	0.5%
Personal Care Aides	\$25,000	33.6%	2.3%
Fitness Trainers and Aerobics Instructors	\$46,200	5.6%	0.4%
Recreation Workers	\$29,600	5.2%	0.4%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$29,900</u>	<u>15.5%</u>	<u>1.1%</u>
Weighted Mean Annual Wage	\$29,900	100.0%	6.8%
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.7%	1.1%
Cashiers	\$24,600	24.3%	3.1%
Counter and Rental Clerks	\$32,300	5.5%	0.7%
Retail Salespersons	\$30,000	34.4%	4.4%
Securities, Commodities, and Financial Services Sales Agents	\$67,100	3.5%	0.4%
Sales Representatives, Services, All Other	\$59,400	4.8%	0.6%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$63,300	4.5%	0.6%
Real Estate Sales Agents	\$42,500	3.4%	0.4%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$35,700</u>	<u>10.9%</u>	<u>1.4%</u>
Weighted Mean Annual Wage	\$35,700	100.0%	12.9%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	6.6%	1.1%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	7.7%	1.2%
Customer Service Representatives	\$39,100	12.0%	1.9%
Receptionists and Information Clerks	\$32,600	8.2%	1.3%
Stock Clerks and Order Fillers	\$28,100	9.7%	1.6%
Medical Secretaries	\$40,900	3.5%	0.6%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	11.9%	1.9%
Office Clerks, General	\$35,300	14.3%	2.3%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$39,200</u>	<u>26.1%</u>	<u>4.2%</u>
Weighted Mean Annual Wage	\$39,200	100.0%	16.2%

APPENDIX C - EXHIBIT 10 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$30,000 TO \$40,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	7.9%	0.3%
Telecommunications Equipment Installers and Repairers, Except Line Installers	\$54,000	3.3%	0.1%
Automotive Body and Related Repairers	\$44,500	5.9%	0.2%
Automotive Service Technicians and Mechanics	\$45,600	18.1%	0.7%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	3.5%	0.1%
Maintenance and Repair Workers, General	\$41,600	36.8%	1.5%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$46,700</u>	<u>24.6%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$46,700	100.0%	4.1%
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, School or Special Client	\$39,100	5.8%	0.3%
Driver/Sales Workers	\$35,500	6.6%	0.4%
Heavy and Tractor-Trailer Truck Drivers	\$42,800	11.3%	0.6%
Light Truck or Delivery Services Drivers	\$35,200	10.0%	0.5%
Taxi Drivers and Chauffeurs	\$27,700	4.0%	0.2%
Parking Lot Attendants	\$25,100	10.0%	0.5%
Cleaners of Vehicles and Equipment	\$25,400	8.0%	0.4%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	19.4%	1.0%
Packers and Packagers, Hand	\$27,200	6.4%	0.3%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$32,000</u>	<u>18.5%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$32,000	100.0%	5.4%
			88.1%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 11 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO HOUSEHOLDS EARNING \$50 TO \$70K, RESIDENT SERVICES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<div> <div>Worker Occupation Distribution¹</div> <div>SerVICES TO HOUSEHOLDS EARNING \$50,000 TO \$70,000</div> </div>	
Major Occupations (2% or more)	
Management Occupations	4.5%
Business and Financial Operations Occupations	5.1%
Community and Social Service Occupations	2.1%
Education, Training, and Library Occupations	2.7%
Healthcare Practitioners and Technical Occupations	6.5%
Healthcare Support Occupations	3.5%
Food Preparation and Serving Related Occupations	13.0%
Building and Grounds Cleaning and Maintenance Occupations	5.1%
Personal Care and Service Occupations	6.1%
Sales and Related Occupations	13.3%
Office and Administrative Support Occupations	16.6%
Installation, Maintenance, and Repair Occupations	4.1%
Transportation and Material Moving Occupations	5.7%
All Other Worker Occupations - Services to Households Earning \$50,000 to \$70,000	<u>11.9%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 11 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$50,000 TO \$70,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
Page 1 of 4			
<i>Management Occupations</i>			
General and Operations Managers	\$128,400	35.3%	1.6%
Sales Managers	\$124,600	4.7%	0.2%
Administrative Services Managers	\$97,300	3.5%	0.2%
Financial Managers	\$145,700	8.9%	0.4%
Food Service Managers	\$58,900	4.3%	0.2%
Medical and Health Services Managers	\$117,100	5.0%	0.2%
Property, Real Estate, and Community Association Managers	\$70,400	10.5%	0.5%
Social and Community Service Managers	\$72,700	3.1%	0.1%
Managers, All Other	\$137,300	3.7%	0.2%
All other Management Occupations (Avg. All Categories)	<u>\$114,700</u>	<u>20.9%</u>	<u>0.9%</u>
Weighted Mean Annual Wage	\$114,700	100.0%	4.5%
<i>Business and Financial Operations Occupations</i>			
Claims Adjusters, Examiners, and Investigators	\$68,500	4.1%	0.2%
Human Resources Specialists	\$73,000	5.1%	0.3%
Management Analysts	\$90,200	6.0%	0.3%
Training and Development Specialists	\$75,000	3.3%	0.2%
Market Research Analysts and Marketing Specialists	\$73,000	7.6%	0.4%
Business Operations Specialists, All Other	\$80,300	9.3%	0.5%
Accountants and Auditors	\$79,600	17.9%	0.9%
Financial Analysts	\$100,400	7.6%	0.4%
Personal Financial Advisors	\$137,400	10.3%	0.5%
Loan Officers	\$94,200	4.7%	0.2%
All Other Business and Financial Operations Occupations (Avg. All Categories)	<u>\$89,400</u>	<u>24.2%</u>	<u>1.2%</u>
Weighted Mean Annual Wage	\$89,400	100.0%	5.1%
<i>Community and Social Service Occupations</i>			
Substance Abuse and Behavioral Disorder Counselors	\$41,400	4.1%	0.1%
Educational, Guidance, School, and Vocational Counselors	\$65,700	4.9%	0.1%
Mental Health Counselors	\$42,900	7.6%	0.2%
Rehabilitation Counselors	\$34,300	4.6%	0.1%
Child, Family, and School Social Workers	\$54,800	11.0%	0.2%
Healthcare Social Workers	\$72,300	5.8%	0.1%
Mental Health and Substance Abuse Social Workers	\$52,100	5.3%	0.1%
Social and Human Service Assistants	\$39,100	18.3%	0.4%
Community and Social Service Specialists, All Other	\$50,100	3.7%	0.1%
Clergy	\$52,200	12.9%	0.3%
Directors, Religious Activities and Education	\$45,600	8.0%	0.2%
All Other Community and Social Service Occupations (Avg. All Categories)	<u>\$48,800</u>	<u>13.7%</u>	<u>0.3%</u>
Weighted Mean Annual Wage	\$48,800	100.0%	2.1%

APPENDIX C - EXHIBIT 11 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$50,000 TO \$70,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
Page 2 of 4			
<i>Education, Training, and Library Occupations</i>			
Vocational Education Teachers, Postsecondary	\$67,200	4.7%	0.1%
Preschool Teachers, Except Special Education	\$33,000	13.3%	0.4%
Elementary School Teachers, Except Special Education	\$73,000	4.3%	0.1%
Self-Enrichment Education Teachers	\$56,600	15.5%	0.4%
Teachers and Instructors, All Other, Except Substitute Teachers	\$59,100	8.9%	0.2%
Teacher Assistants	\$32,700	12.1%	0.3%
All Other Education, Training, and Library Occupations (Avg. All Categories)	<u>\$48,700</u>	<u>41.3%</u>	<u>1.1%</u>
Weighted Mean Annual Wage	\$48,700	100.0%	2.7%
<i>Healthcare Practitioners and Technical Occupations</i>			
Pharmacists	\$130,600	3.9%	0.3%
Physicians and Surgeons, All Other	\$242,000	4.7%	0.3%
Physical Therapists	\$94,800	3.6%	0.2%
Registered Nurses	\$93,600	24.4%	1.6%
Dental Hygienists	\$88,400	4.9%	0.3%
Pharmacy Technicians	\$36,600	5.5%	0.4%
Licensed Practical and Licensed Vocational Nurses	\$55,100	6.7%	0.4%
All Other Healthcare Practitioners and Technical Occupations (Avg. All Categories)	<u>\$98,200</u>	<u>46.4%</u>	<u>3.0%</u>
Weighted Mean Annual Wage	\$98,200	100.0%	6.5%
<i>Healthcare Support Occupations</i>			
Home Health Aides	\$29,300	19.1%	0.7%
Nursing Assistants	\$33,000	19.6%	0.7%
Massage Therapists	\$40,900	6.0%	0.2%
Dental Assistants	\$42,700	14.1%	0.5%
Medical Assistants	\$38,200	21.2%	0.8%
Veterinary Assistants and Laboratory Animal Caretakers	\$31,200	4.1%	0.1%
All Other Healthcare Support Occupations (Avg. All Categories)	<u>\$35,600</u>	<u>15.9%</u>	<u>0.6%</u>
Weighted Mean Annual Wage	\$35,600	100.0%	3.5%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.9%	0.9%
Cooks, Fast Food	\$24,200	3.9%	0.5%
Cooks, Restaurant	\$28,200	9.0%	1.2%
Food Preparation Workers	\$24,900	6.4%	0.8%
Bartenders	\$35,600	6.8%	0.9%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	26.2%	3.4%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	3.6%	0.5%
Waiters and Waitresses	\$36,000	19.6%	2.5%
Dishwashers	\$23,400	3.9%	0.5%
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	\$24,000	3.0%	0.4%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,200</u>	<u>10.5%</u>	<u>1.4%</u>
Weighted Mean Annual Wage	\$29,200	100.0%	13.0%

APPENDIX C - EXHIBIT 11 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$50,000 TO \$70,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$55,200	3.7%	0.2%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	44.8%	2.3%
Maids and Housekeeping Cleaners	\$26,700	9.1%	0.5%
Landscaping and Groundskeeping Workers	\$31,000	33.7%	1.7%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$30,900</u>	<u>8.6%</u>	<u>0.4%</u>
Weighted Mean Annual Wage	\$30,900	100.0%	5.1%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	4.1%	0.2%
Nonfarm Animal Caretakers	\$33,100	9.8%	0.6%
Amusement and Recreation Attendants	\$24,100	3.2%	0.2%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	17.4%	1.1%
Manicurists and Pedicurists	\$22,500	4.7%	0.3%
Childcare Workers	\$27,900	8.2%	0.5%
Personal Care Aides	\$25,000	29.9%	1.8%
Fitness Trainers and Aerobics Instructors	\$46,200	5.9%	0.4%
Recreation Workers	\$29,600	4.3%	0.3%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$29,900</u>	<u>12.4%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$29,900	100.0%	6.1%
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.7%	1.2%
Cashiers	\$24,600	24.8%	3.3%
Counter and Rental Clerks	\$32,300	5.2%	0.7%
Retail Salespersons	\$30,000	34.9%	4.6%
Insurance Sales Agents	\$84,200	3.1%	0.4%
Securities, Commodities, and Financial Services Sales Agents	\$67,100	3.2%	0.4%
Sales Representatives, Services, All Other	\$59,400	4.8%	0.6%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$63,300	4.5%	0.6%
Real Estate Sales Agents	\$42,500	3.1%	0.4%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$37,200</u>	<u>7.6%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$37,200	100.0%	13.3%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	6.6%	1.1%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	7.5%	1.2%
Customer Service Representatives	\$39,100	12.2%	2.0%
Receptionists and Information Clerks	\$32,600	8.1%	1.3%
Stock Clerks and Order Fillers	\$28,100	9.9%	1.6%
Medical Secretaries	\$40,900	3.8%	0.6%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	11.6%	1.9%
Office Clerks, General	\$35,300	14.2%	2.4%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$39,200</u>	<u>26.1%</u>	<u>4.3%</u>
Weighted Mean Annual Wage	\$39,200	100.0%	16.6%

APPENDIX C - EXHIBIT 11 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$50,000 TO \$70,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	7.8%	0.3%
Telecommunications Equipment Installers and Repairers, Except Line Installers	\$54,000	3.4%	0.1%
Automotive Body and Related Repairers	\$44,500	6.5%	0.3%
Automotive Service Technicians and Mechanics	\$45,600	19.6%	0.8%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	3.7%	0.2%
Maintenance and Repair Workers, General	\$41,600	33.6%	1.4%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$46,900</u>	<u>25.4%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$46,900	100.0%	4.1%
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, School or Special Client	\$39,100	5.9%	0.3%
Driver/Sales Workers	\$35,500	6.8%	0.4%
Heavy and Tractor-Trailer Truck Drivers	\$42,800	11.3%	0.6%
Light Truck or Delivery Services Drivers	\$35,200	10.0%	0.6%
Taxi Drivers and Chauffeurs	\$27,700	3.9%	0.2%
Parking Lot Attendants	\$25,100	9.8%	0.6%
Cleaners of Vehicles and Equipment	\$25,400	8.2%	0.5%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	19.2%	1.1%
Packers and Packagers, Hand	\$27,200	6.3%	0.4%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$32,000</u>	<u>18.6%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$32,000	100.0%	5.7%
			88.1%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 12 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO HOUSEHOLDS EARNING \$70 TO \$100K, RESIDENT SERVICES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Major Occupations (2% or more)	<div> Worker Occupation Distribution¹ Services to Households Earning \$70,000 to \$100,000 </div>
Management Occupations	4.4%
Business and Financial Operations Occupations	5.3%
Community and Social Service Occupations	2.0%
Education, Training, and Library Occupations	2.6%
Healthcare Practitioners and Technical Occupations	6.5%
Healthcare Support Occupations	3.7%
Food Preparation and Serving Related Occupations	13.7%
Building and Grounds Cleaning and Maintenance Occupations	5.0%
Personal Care and Service Occupations	6.2%
Sales and Related Occupations	12.9%
Office and Administrative Support Occupations	16.5%
Installation, Maintenance, and Repair Occupations	3.7%
Transportation and Material Moving Occupations	5.5%
All Other Worker Occupations - Services to Households Earning \$70,000 to \$100,000	<u>11.8%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 12 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$70,000 TO \$100,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
Page 1 of 4			
<i>Management Occupations</i>			
Chief Executives	\$228,300	3.0%	0.1%
General and Operations Managers	\$128,400	35.3%	1.6%
Sales Managers	\$124,600	4.6%	0.2%
Administrative Services Managers	\$97,300	3.6%	0.2%
Financial Managers	\$145,700	9.7%	0.4%
Food Service Managers	\$58,900	4.7%	0.2%
Medical and Health Services Managers	\$117,100	5.3%	0.2%
Property, Real Estate, and Community Association Managers	\$70,400	9.2%	0.4%
Social and Community Service Managers	\$72,700	3.1%	0.1%
Managers, All Other	\$137,300	3.7%	0.2%
All other Management Occupations (Avg. All Categories)	<u>\$119,700</u>	<u>17.9%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$119,700	100.0%	4.4%
<i>Business and Financial Operations Occupations</i>			
Claims Adjusters, Examiners, and Investigators	\$68,500	4.2%	0.2%
Human Resources Specialists	\$73,000	4.9%	0.3%
Management Analysts	\$90,200	5.9%	0.3%
Market Research Analysts and Marketing Specialists	\$73,000	7.2%	0.4%
Business Operations Specialists, All Other	\$80,300	8.7%	0.5%
Accountants and Auditors	\$79,600	17.4%	0.9%
Financial Analysts	\$100,400	8.5%	0.4%
Personal Financial Advisors	\$137,400	11.9%	0.6%
Loan Officers	\$94,200	5.0%	0.3%
All Other Business and Financial Operations Occupations (Avg. All Categories)	<u>\$91,500</u>	<u>26.6%</u>	<u>1.4%</u>
Weighted Mean Annual Wage	\$91,500	100.0%	5.3%
<i>Community and Social Service Occupations</i>			
Substance Abuse and Behavioral Disorder Counselors	\$41,400	4.3%	0.1%
Educational, Guidance, School, and Vocational Counselors	\$65,700	4.8%	0.1%
Mental Health Counselors	\$42,900	7.9%	0.2%
Rehabilitation Counselors	\$34,300	4.7%	0.1%
Child, Family, and School Social Workers	\$54,800	11.2%	0.2%
Healthcare Social Workers	\$72,300	6.0%	0.1%
Mental Health and Substance Abuse Social Workers	\$52,100	5.4%	0.1%
Social and Human Service Assistants	\$39,100	18.6%	0.4%
Community and Social Service Specialists, All Other	\$50,100	3.7%	0.1%
Clergy	\$52,200	12.3%	0.2%
Directors, Religious Activities and Education	\$45,600	7.6%	0.2%
All Other Community and Social Service Occupations (Avg. All Categories)	<u>\$48,800</u>	<u>13.6%</u>	<u>0.3%</u>
Weighted Mean Annual Wage	\$48,800	100.0%	2.0%

APPENDIX C - EXHIBIT 12 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$70,000 TO \$100,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Page 2 of 4</i>			
<i>Education, Training, and Library Occupations</i>			
Vocational Education Teachers, Postsecondary	\$67,200	4.0%	0.1%
Preschool Teachers, Except Special Education	\$33,000	14.1%	0.4%
Elementary School Teachers, Except Special Education	\$73,000	5.1%	0.1%
Secondary School Teachers, Except Special and Career/Technical Education	\$73,700	3.1%	0.1%
Self-Enrichment Education Teachers	\$56,600	13.7%	0.4%
Teachers and Instructors, All Other, Except Substitute Teachers	\$59,100	7.9%	0.2%
Substitute Teachers	\$38,600	3.1%	0.1%
Teacher Assistants	\$32,700	12.8%	0.3%
All Other Education, Training, and Library Occupations (Avg. All Categories)	<u>\$48,800</u>	<u>36.3%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$48,800	100.0%	2.6%
<i>Healthcare Practitioners and Technical Occupations</i>			
Pharmacists	\$130,600	3.8%	0.2%
Physicians and Surgeons, All Other	\$242,000	4.8%	0.3%
Physical Therapists	\$94,800	3.5%	0.2%
Registered Nurses	\$93,600	24.8%	1.6%
Dental Hygienists	\$88,400	4.4%	0.3%
Pharmacy Technicians	\$36,600	5.3%	0.3%
Licensed Practical and Licensed Vocational Nurses	\$55,100	7.6%	0.5%
All Other Healthcare Practitioners and Technical Occupations (Avg. All Categories)	<u>\$97,900</u>	<u>45.9%</u>	<u>3.0%</u>
Weighted Mean Annual Wage	\$97,900	100.0%	6.5%
<i>Healthcare Support Occupations</i>			
Home Health Aides	\$29,300	17.7%	0.7%
Nursing Assistants	\$33,000	24.4%	0.9%
Massage Therapists	\$40,900	5.8%	0.2%
Dental Assistants	\$42,700	12.1%	0.5%
Medical Assistants	\$38,200	20.8%	0.8%
Veterinary Assistants and Laboratory Animal Caretakers	\$31,200	3.7%	0.1%
All Other Healthcare Support Occupations (Avg. All Categories)	<u>\$35,400</u>	<u>15.4%</u>	<u>0.6%</u>
Weighted Mean Annual Wage	\$35,400	100.0%	3.7%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.9%	0.9%
Cooks, Fast Food	\$24,200	3.9%	0.5%
Cooks, Restaurant	\$28,200	9.0%	1.2%
Food Preparation Workers	\$24,900	6.3%	0.9%
Bartenders	\$35,600	6.8%	0.9%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	26.1%	3.6%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	3.5%	0.5%
Waiters and Waitresses	\$36,000	19.6%	2.7%
Dishwashers	\$23,400	3.9%	0.5%
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	\$24,000	3.0%	0.4%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,200</u>	<u>10.8%</u>	<u>1.5%</u>
Weighted Mean Annual Wage	\$29,200	100.0%	13.7%

APPENDIX C - EXHIBIT 12 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$70,000 TO \$100,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$55,200	3.8%	0.2%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	44.3%	2.2%
Maids and Housekeeping Cleaners	\$26,700	9.5%	0.5%
Landscaping and Groundskeeping Workers	\$31,000	33.7%	1.7%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$30,900</u>	<u>8.7%</u>	<u>0.4%</u>
Weighted Mean Annual Wage	\$30,900	100.0%	5.0%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	4.1%	0.3%
Nonfarm Animal Caretakers	\$33,100	9.6%	0.6%
Amusement and Recreation Attendants	\$24,100	3.5%	0.2%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	17.4%	1.1%
Manicurists and Pedicurists	\$22,500	4.7%	0.3%
Childcare Workers	\$27,900	8.4%	0.5%
Personal Care Aides	\$25,000	29.4%	1.8%
Fitness Trainers and Aerobics Instructors	\$46,200	6.2%	0.4%
Recreation Workers	\$29,600	4.4%	0.3%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$30,000</u>	<u>12.2%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$30,000	100.0%	6.2%
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.7%	1.1%
Cashiers	\$24,600	25.0%	3.2%
Counter and Rental Clerks	\$32,300	4.8%	0.6%
Retail Salespersons	\$30,000	34.8%	4.5%
Insurance Sales Agents	\$84,200	3.3%	0.4%
Securities, Commodities, and Financial Services Sales Agents	\$67,100	4.0%	0.5%
Sales Representatives, Services, All Other	\$59,400	4.7%	0.6%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$63,300	4.4%	0.6%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$37,300</u>	<u>10.2%</u>	<u>1.3%</u>
Weighted Mean Annual Wage	\$37,300	100.0%	12.9%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	6.7%	1.1%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	7.4%	1.2%
Customer Service Representatives	\$39,100	12.1%	2.0%
Receptionists and Information Clerks	\$32,600	8.1%	1.3%
Stock Clerks and Order Fillers	\$28,100	9.6%	1.6%
Medical Secretaries	\$40,900	3.8%	0.6%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	11.5%	1.9%
Office Clerks, General	\$35,300	14.0%	2.3%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$39,200</u>	<u>26.8%</u>	<u>4.4%</u>
Weighted Mean Annual Wage	\$39,200	100.0%	16.5%

APPENDIX C - EXHIBIT 12 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$70,000 TO \$100,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	7.8%	0.3%
Telecommunications Equipment Installers and Repairers, Except Line Installers	\$54,000	3.1%	0.1%
Automotive Body and Related Repairers	\$44,500	6.3%	0.2%
Automotive Service Technicians and Mechanics	\$45,600	19.4%	0.7%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	3.8%	0.1%
Maintenance and Repair Workers, General	\$41,600	33.2%	1.2%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$46,900</u>	<u>26.4%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$46,900	100.0%	3.7%
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, School or Special Client	\$39,100	5.9%	0.3%
Driver/Sales Workers	\$35,500	7.1%	0.4%
Heavy and Tractor-Trailer Truck Drivers	\$42,800	11.3%	0.6%
Light Truck or Delivery Services Drivers	\$35,200	10.0%	0.6%
Taxi Drivers and Chauffeurs	\$27,700	3.9%	0.2%
Parking Lot Attendants	\$25,100	10.3%	0.6%
Cleaners of Vehicles and Equipment	\$25,400	7.7%	0.4%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	19.2%	1.0%
Packers and Packagers, Hand	\$27,200	6.3%	0.3%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$32,000</u>	<u>18.3%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$32,000	100.0%	5.5%
			88.2%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 13 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO HOUSEHOLDS EARNING \$100 - \$150K, RESIDENT SERVICES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Major Occupations (2% or more)	Worker Occupation Distribution ¹ Services to Households Earning \$100,000 to \$150,000
Management Occupations	4.4%
Business and Financial Operations Occupations	5.2%
Community and Social Service Occupations	2.0%
Education, Training, and Library Occupations	3.0%
Healthcare Practitioners and Technical Occupations	6.5%
Healthcare Support Occupations	3.8%
Food Preparation and Serving Related Occupations	13.5%
Building and Grounds Cleaning and Maintenance Occupations	5.1%
Personal Care and Service Occupations	6.5%
Sales and Related Occupations	12.7%
Office and Administrative Support Occupations	16.2%
Installation, Maintenance, and Repair Occupations	3.6%
Transportation and Material Moving Occupations	5.5%
All Other Worker Occupations - Services to Households Earning \$100,000 to \$150,000	<u>11.9%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 13 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$100,000 TO \$150,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
Page 1 of 4			
<i>Management Occupations</i>			
Chief Executives	\$228,300	3.1%	0.1%
General and Operations Managers	\$128,400	35.6%	1.6%
Sales Managers	\$124,600	4.6%	0.2%
Administrative Services Managers	\$97,300	3.6%	0.2%
Financial Managers	\$145,700	9.4%	0.4%
Food Service Managers	\$58,900	4.6%	0.2%
Medical and Health Services Managers	\$117,100	5.3%	0.2%
Property, Real Estate, and Community Association Managers	\$70,400	8.0%	0.4%
Social and Community Service Managers	\$72,700	3.1%	0.1%
Managers, All Other	\$137,300	3.7%	0.2%
All other Management Occupations (Avg. All Categories)	<u>\$120,400</u>	<u>18.8%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$120,400	100.0%	4.4%
<i>Business and Financial Operations Occupations</i>			
Claims Adjusters, Examiners, and Investigators	\$68,500	4.1%	0.2%
Human Resources Specialists	\$73,000	5.0%	0.3%
Management Analysts	\$90,200	5.9%	0.3%
Training and Development Specialists	\$75,000	3.1%	0.2%
Market Research Analysts and Marketing Specialists	\$73,000	7.3%	0.4%
Business Operations Specialists, All Other	\$80,300	8.9%	0.5%
Accountants and Auditors	\$79,600	17.5%	0.9%
Financial Analysts	\$100,400	8.2%	0.4%
Personal Financial Advisors	\$137,400	11.3%	0.6%
Loan Officers	\$94,200	5.0%	0.3%
All Other Business and Financial Operations Occupations (Avg. All Categories)	<u>\$90,400</u>	<u>23.7%</u>	<u>1.2%</u>
Weighted Mean Annual Wage	\$90,400	100.0%	5.2%
<i>Community and Social Service Occupations</i>			
Substance Abuse and Behavioral Disorder Counselors	\$41,400	4.3%	0.1%
Educational, Guidance, School, and Vocational Counselors	\$65,700	5.4%	0.1%
Mental Health Counselors	\$42,900	7.8%	0.2%
Rehabilitation Counselors	\$34,300	4.7%	0.1%
Child, Family, and School Social Workers	\$54,800	11.3%	0.2%
Healthcare Social Workers	\$72,300	6.3%	0.1%
Mental Health and Substance Abuse Social Workers	\$52,100	5.4%	0.1%
Social and Human Service Assistants	\$39,100	18.5%	0.4%
Community and Social Service Specialists, All Other	\$50,100	3.7%	0.1%
Clergy	\$52,200	11.9%	0.2%
Directors, Religious Activities and Education	\$45,600	7.3%	0.1%
All Other Community and Social Service Occupations (Avg. All Categories)	<u>\$49,100</u>	<u>13.6%</u>	<u>0.3%</u>
Weighted Mean Annual Wage	\$49,100	100.0%	2.0%

APPENDIX C - EXHIBIT 13 - TABLE 2

AVERAGE ANNUAL WORKER COMPENSATION, 2017

SERVICES TO HOUSEHOLDS EARNING \$100,000 TO \$150,000

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Education, Training, and Library Occupations</i>			
Health Specialties Teachers, Postsecondary	\$114,300	3.0%	0.1%
Vocational Education Teachers, Postsecondary	\$67,200	3.9%	0.1%
Postsecondary Teachers, All Other	\$77,800	3.2%	0.1%
Preschool Teachers, Except Special Education	\$33,000	12.9%	0.4%
Elementary School Teachers, Except Special Education	\$73,000	5.3%	0.2%
Secondary School Teachers, Except Special and Career/Technical Education	\$73,700	3.4%	0.1%
Self-Enrichment Education Teachers	\$56,600	12.6%	0.4%
Teachers and Instructors, All Other, Except Substitute Teachers	\$59,100	7.5%	0.2%
Substitute Teachers	\$38,600	3.1%	0.1%
Teacher Assistants	\$32,700	12.4%	0.4%
All Other Education, Training, and Library Occupations (Avg. All Categories)	<u>\$53,500</u>	<u>32.5%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$53,500	100.0%	3.0%
<i>Healthcare Practitioners and Technical Occupations</i>			
Pharmacists	\$130,600	3.7%	0.2%
Physicians and Surgeons, All Other	\$242,000	4.6%	0.3%
Physical Therapists	\$94,800	3.7%	0.2%
Registered Nurses	\$93,600	24.8%	1.6%
Dental Hygienists	\$88,400	4.3%	0.3%
Pharmacy Technicians	\$36,600	5.3%	0.3%
Licensed Practical and Licensed Vocational Nurses	\$55,100	8.0%	0.5%
All Other Healthcare Practitioners and Technical Occupations (Avg. All Categories)	<u>\$97,100</u>	<u>45.7%</u>	<u>2.9%</u>
Weighted Mean Annual Wage	\$97,100	100.0%	6.5%
<i>Healthcare Support Occupations</i>			
Home Health Aides	\$29,300	22.1%	0.8%
Nursing Assistants	\$33,000	23.1%	0.9%
Massage Therapists	\$40,900	5.6%	0.2%
Dental Assistants	\$42,700	11.4%	0.4%
Medical Assistants	\$38,200	19.3%	0.7%
Veterinary Assistants and Laboratory Animal Caretakers	\$31,200	3.7%	0.1%
All Other Healthcare Support Occupations (Avg. All Categories)	<u>\$35,000</u>	<u>14.8%</u>	<u>0.6%</u>
Weighted Mean Annual Wage	\$35,000	100.0%	3.8%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.9%	0.9%
Cooks, Fast Food	\$24,200	3.9%	0.5%
Cooks, Restaurant	\$28,200	9.0%	1.2%
Food Preparation Workers	\$24,900	6.3%	0.9%
Bartenders	\$35,600	6.9%	0.9%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	26.0%	3.5%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	3.6%	0.5%
Waiters and Waitresses	\$36,000	19.6%	2.6%
Dishwashers	\$23,400	4.0%	0.5%
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	\$24,000	3.0%	0.4%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,200</u>	<u>10.0%</u>	<u>1.5%</u>
Weighted Mean Annual Wage	\$29,200	100.0%	1.5%

APPENDIX C - EXHIBIT 13 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$100,000 TO \$150,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$55,200	3.8%	0.2%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	44.3%	2.3%
Maids and Housekeeping Cleaners	\$26,700	9.1%	0.5%
Landscaping and Groundskeeping Workers	\$31,000	34.0%	1.7%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$31,000</u>	<u>8.8%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$31,000	100.0%	5.1%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	4.0%	0.3%
Nonfarm Animal Caretakers	\$33,100	9.4%	0.6%
Amusement and Recreation Attendants	\$24,100	3.6%	0.2%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	16.6%	1.1%
Manicurists and Pedicurists	\$22,500	4.5%	0.3%
Childcare Workers	\$27,900	8.5%	0.6%
Personal Care Aides	\$25,000	29.7%	1.9%
Fitness Trainers and Aerobics Instructors	\$46,200	6.8%	0.4%
Recreation Workers	\$29,600	4.4%	0.3%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$30,100</u>	<u>12.5%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$30,100	100.0%	6.5%
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.8%	1.1%
Cashiers	\$24,600	25.2%	3.2%
Counter and Rental Clerks	\$32,300	4.6%	0.6%
Retail Salespersons	\$30,000	35.0%	4.4%
Insurance Sales Agents	\$84,200	3.3%	0.4%
Securities, Commodities, and Financial Services Sales Agents	\$67,100	3.8%	0.5%
Sales Representatives, Services, All Other	\$59,400	4.9%	0.6%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$63,300	4.5%	0.6%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$37,200</u>	<u>10.0%</u>	<u>1.3%</u>
Weighted Mean Annual Wage	\$37,200	100.0%	12.7%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	6.6%	1.1%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	7.4%	1.2%
Customer Service Representatives	\$39,100	12.2%	2.0%
Receptionists and Information Clerks	\$32,600	8.1%	1.3%
Stock Clerks and Order Fillers	\$28,100	9.6%	1.6%
Medical Secretaries	\$40,900	3.7%	0.6%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	11.5%	1.9%
Office Clerks, General	\$35,300	14.1%	2.3%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$39,200</u>	<u>26.8%</u>	<u>4.3%</u>
Weighted Mean Annual Wage	\$39,200	100.0%	16.2%

APPENDIX C - EXHIBIT 13 - TABLE 2

AVERAGE ANNUAL WORKER COMPENSATION, 2017

SERVICES TO HOUSEHOLDS EARNING \$100,000 TO \$150,000

SHORT TERM RENTAL NEXUS STUDY

SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	7.8%	0.3%
Automotive Body and Related Repairers	\$44,500	6.6%	0.2%
Automotive Service Technicians and Mechanics	\$45,600	20.1%	0.7%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	4.0%	0.1%
Maintenance and Repair Workers, General	\$41,600	31.3%	1.1%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$46,700</u>	<u>30.2%</u>	<u>1.1%</u>
Weighted Mean Annual Wage	\$46,700	100.0%	3.6%
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, School or Special Client	\$39,100	6.4%	0.4%
Driver/Sales Workers	\$35,500	6.9%	0.4%
Heavy and Tractor-Trailer Truck Drivers	\$42,800	11.3%	0.6%
Light Truck or Delivery Services Drivers	\$35,200	9.9%	0.5%
Taxi Drivers and Chauffeurs	\$27,700	4.1%	0.2%
Parking Lot Attendants	\$25,100	10.5%	0.6%
Cleaners of Vehicles and Equipment	\$25,400	7.7%	0.4%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	18.7%	1.0%
Packers and Packagers, Hand	\$27,200	6.1%	0.3%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$32,000</u>	<u>18.4%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$32,000	100.0%	5.5%
			<hr/> 88.1%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 14 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO HOUSEHOLDS EARNING \$150 - \$200K, RESIDENT SERVICES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Major Occupations (2% or more)	Worker Occupation Distribution ¹ Services to Households Earning \$150,000 - \$200,000
Management Occupations	4.3%
Business and Financial Operations Occupations	4.6%
Community and Social Service Occupations	2.0%
Education, Training, and Library Occupations	3.7%
Healthcare Practitioners and Technical Occupations	6.6%
Healthcare Support Occupations	3.8%
Food Preparation and Serving Related Occupations	13.8%
Building and Grounds Cleaning and Maintenance Occupations	5.3%
Personal Care and Service Occupations	6.5%
Sales and Related Occupations	12.5%
Office and Administrative Support Occupations	16.0%
Installation, Maintenance, and Repair Occupations	3.5%
Transportation and Material Moving Occupations	5.5%
All Other Worker Occupations - Services to Households Earning \$150,000 - \$200,000	<u>11.8%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 14 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$150,000 - \$200,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
Page 1 of 4			
<i>Management Occupations</i>			
General and Operations Managers	\$128,400	35.6%	1.5%
Sales Managers	\$124,600	4.6%	0.2%
Administrative Services Managers	\$97,300	3.7%	0.2%
Financial Managers	\$145,700	8.4%	0.4%
Food Service Managers	\$58,900	4.9%	0.2%
Medical and Health Services Managers	\$117,100	5.6%	0.2%
Property, Real Estate, and Community Association Managers	\$70,400	7.8%	0.3%
Social and Community Service Managers	\$72,700	3.2%	0.1%
Managers, All Other	\$137,300	3.7%	0.2%
All other Management Occupations (Avg. All Categories)	<u>\$115,700</u>	<u>22.6%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$115,700	100.0%	4.3%
<i>Business and Financial Operations Occupations</i>			
Claims Adjusters, Examiners, and Investigators	\$68,500	4.3%	0.2%
Human Resources Specialists	\$73,000	5.4%	0.3%
Management Analysts	\$90,200	6.1%	0.3%
Training and Development Specialists	\$75,000	3.5%	0.2%
Market Research Analysts and Marketing Specialists	\$73,000	7.8%	0.4%
Business Operations Specialists, All Other	\$80,300	9.8%	0.5%
Accountants and Auditors	\$79,600	17.8%	0.8%
Financial Analysts	\$100,400	7.0%	0.3%
Personal Financial Advisors	\$137,400	9.1%	0.4%
Loan Officers	\$94,200	4.7%	0.2%
All Other Business and Financial Operations Occupations (Avg. All Categories)	<u>\$88,400</u>	<u>24.6%</u>	<u>1.1%</u>
Weighted Mean Annual Wage	\$88,400	100.0%	4.6%
<i>Community and Social Service Occupations</i>			
Substance Abuse and Behavioral Disorder Counselors	\$41,400	4.3%	0.1%
Educational, Guidance, School, and Vocational Counselors	\$65,700	6.6%	0.1%
Mental Health Counselors	\$42,900	7.9%	0.2%
Rehabilitation Counselors	\$34,300	4.6%	0.1%
Child, Family, and School Social Workers	\$54,800	11.3%	0.2%
Healthcare Social Workers	\$72,300	6.2%	0.1%
Mental Health and Substance Abuse Social Workers	\$52,100	5.5%	0.1%
Social and Human Service Assistants	\$39,100	18.3%	0.4%
Community and Social Service Specialists, All Other	\$50,100	3.7%	0.1%
Clergy	\$52,200	11.3%	0.2%
Directors, Religious Activities and Education	\$45,600	6.9%	0.1%
All Other Community and Social Service Occupations (Avg. All Categories)	<u>\$49,300</u>	<u>13.4%</u>	<u>0.3%</u>
Weighted Mean Annual Wage	\$49,300	100.0%	2.0%

APPENDIX C - EXHIBIT 14 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$150,000 - \$200,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
<i>Education, Training, and Library Occupations</i>			
Health Specialties Teachers, Postsecondary	\$114,300	3.7%	0.1%
Vocational Education Teachers, Postsecondary	\$0	4.0%	0.1%
Postsecondary Teachers, All Other	\$77,800	4.0%	0.1%
Preschool Teachers, Except Special Education	\$33,000	11.2%	0.4%
Elementary School Teachers, Except Special Education	\$73,000	5.1%	0.2%
Secondary School Teachers, Except Special and Career/Technical Education	\$73,700	3.3%	0.1%
Self-Enrichment Education Teachers	\$56,600	11.5%	0.4%
Teachers and Instructors, All Other, Except Substitute Teachers	\$59,100	7.3%	0.3%
Teacher Assistants	\$32,700	11.3%	0.4%
All Other Education, Training, and Library Occupations (Avg. All Categories)	<u>\$51,600</u>	<u>38.6%</u>	<u>1.4%</u>
Weighted Mean Annual Wage	\$51,600	100.0%	3.7%
<i>Healthcare Practitioners and Technical Occupations</i>			
Pharmacists	\$130,600	3.7%	0.2%
Physicians and Surgeons, All Other	\$242,000	4.5%	0.3%
Physical Therapists	\$94,800	3.8%	0.3%
Registered Nurses	\$93,600	25.0%	1.7%
Dental Hygienists	\$88,400	4.2%	0.3%
Pharmacy Technicians	\$36,600	5.2%	0.3%
Licensed Practical and Licensed Vocational Nurses	\$55,100	7.3%	0.5%
All Other Healthcare Practitioners and Technical Occupations (Avg. All Categories)	<u>\$97,500</u>	<u>46.3%</u>	<u>3.1%</u>
Weighted Mean Annual Wage	\$97,500	100.0%	6.6%
<i>Healthcare Support Occupations</i>			
Home Health Aides	\$29,300	21.3%	0.8%
Nursing Assistants	\$33,000	21.8%	0.8%
Massage Therapists	\$40,900	5.9%	0.2%
Dental Assistants	\$42,700	11.6%	0.4%
Medical Assistants	\$38,200	19.4%	0.7%
Veterinary Assistants and Laboratory Animal Caretakers	\$31,200	3.7%	0.1%
Phlebotomists	\$41,200	3.4%	0.1%
All Other Healthcare Support Occupations (Avg. All Categories)	<u>\$35,300</u>	<u>12.9%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$35,300	100.0%	3.8%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.9%	0.9%
Cooks, Fast Food	\$24,200	3.9%	0.5%
Cooks, Restaurant	\$28,200	9.1%	1.3%
Food Preparation Workers	\$24,900	6.3%	0.9%
Bartenders	\$35,600	6.9%	0.9%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	26.2%	3.6%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	3.6%	0.5%
Waiters and Waitresses	\$36,000	19.7%	2.7%
Dishwashers	\$23,400	3.9%	0.5%
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	\$24,000	3.0%	0.4%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,200</u>	<u>10.5%</u>	<u>1.4%</u>
Weighted Mean Annual Wage	\$29,200	100.0%	13.8%

APPENDIX C - EXHIBIT 14 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$150,000 - \$200,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$55,200	3.8%	0.2%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	44.5%	2.3%
Maids and Housekeeping Cleaners	\$26,700	8.8%	0.5%
Landscaping and Groundskeeping Workers	\$31,000	34.1%	1.8%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$31,000</u>	<u>8.7%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$31,000	100.0%	5.3%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	4.1%	0.3%
Nonfarm Animal Caretakers	\$33,100	9.4%	0.6%
Amusement and Recreation Attendants	\$24,100	3.9%	0.3%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	16.8%	1.1%
Manicurists and Pedicurists	\$22,500	4.5%	0.3%
Childcare Workers	\$27,900	9.1%	0.6%
Personal Care Aides	\$25,000	29.5%	1.9%
Fitness Trainers and Aerobics Instructors	\$46,200	7.4%	0.5%
Recreation Workers	\$29,600	4.4%	0.3%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$30,200</u>	<u>11.0%</u>	<u>0.7%</u>
Weighted Mean Annual Wage	\$30,200	100.0%	6.5%
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.9%	1.1%
Cashiers	\$24,600	25.6%	3.2%
Counter and Rental Clerks	\$32,300	4.6%	0.6%
Retail Salespersons	\$30,000	35.5%	4.4%
Insurance Sales Agents	\$84,200	3.2%	0.4%
Sales Representatives, Services, All Other	\$59,400	4.9%	0.6%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$63,300	4.4%	0.6%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$35,800</u>	<u>12.9%</u>	<u>1.6%</u>
Weighted Mean Annual Wage	\$35,800	100.0%	12.5%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	6.5%	1.0%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	7.3%	1.2%
Customer Service Representatives	\$39,100	12.0%	1.9%
Receptionists and Information Clerks	\$32,600	8.4%	1.3%
Stock Clerks and Order Fillers	\$28,100	9.8%	1.6%
Medical Secretaries	\$40,900	3.9%	0.6%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	11.5%	1.8%
Office Clerks, General	\$35,300	14.3%	2.3%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$39,100</u>	<u>26.4%</u>	<u>4.2%</u>
Weighted Mean Annual Wage	\$39,100	100.0%	16.0%

APPENDIX C - EXHIBIT 14 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$150,000 - \$200,000
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Page 4 of 4</i>			
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	7.8%	0.3%
Automotive Body and Related Repairers	\$44,500	6.4%	0.2%
Automotive Service Technicians and Mechanics	\$45,600	19.8%	0.7%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	4.1%	0.1%
Maintenance and Repair Workers, General	\$41,600	31.3%	1.1%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$46,700</u>	<u>30.6%</u>	<u>1.1%</u>
Weighted Mean Annual Wage	\$46,700	100.0%	3.5%
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, School or Special Client	\$39,100	7.0%	0.4%
Driver/Sales Workers	\$35,500	7.0%	0.4%
Heavy and Tractor-Trailer Truck Drivers	\$42,800	11.2%	0.6%
Light Truck or Delivery Services Drivers	\$35,200	9.9%	0.5%
Taxi Drivers and Chauffeurs	\$27,700	4.3%	0.2%
Parking Lot Attendants	\$25,100	10.4%	0.6%
Cleaners of Vehicles and Equipment	\$25,400	7.3%	0.4%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	18.5%	1.0%
Packers and Packagers, Hand	\$27,200	6.1%	0.3%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$32,100</u>	<u>18.2%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$32,100	100.0%	5.5%
			<hr/> <hr/> 88.2%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX C - EXHIBIT 15 - TABLE 1
WORKER OCCUPATION DISTRIBUTION, 2016
SERVICES TO HOUSEHOLDS EARNING \$200K+, RESIDENT SERVICES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Major Occupations (2% or more)	Worker Occupation Distribution ¹ Services to Households Earning \$200,000 and up
Management Occupations	4.3%
Business and Financial Operations Occupations	4.5%
Community and Social Service Occupations	2.2%
Education, Training, and Library Occupations	4.8%
Arts, Design, Entertainment, Sports, and Media Occupations	2.0%
Healthcare Practitioners and Technical Occupations	5.7%
Healthcare Support Occupations	3.6%
Food Preparation and Serving Related Occupations	12.9%
Building and Grounds Cleaning and Maintenance Occupations	5.7%
Personal Care and Service Occupations	7.2%
Sales and Related Occupations	12.6%
Office and Administrative Support Occupations	15.7%
Installation, Maintenance, and Repair Occupations	3.3%
Transportation and Material Moving Occupations	5.6%
All Other Worker Occupations - Services to Households Earning \$200,000 and up	<u>9.9%</u>
INDUSTRY TOTAL	100.0%

¹ Distribution of employment by industry is per the IMPLAN model and the distribution of occupational employment within those industries is based on the Bureau of Labor Statistics Occupational Employment Survey.

APPENDIX C - EXHIBIT 15 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$200,000 AND UP
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
Page 1 of 4			
<i>Management Occupations</i>			
General and Operations Managers	\$128,400	36.1%	1.6%
Sales Managers	\$124,600	4.6%	0.2%
Administrative Services Managers	\$97,300	3.7%	0.2%
Financial Managers	\$145,700	7.9%	0.3%
Food Service Managers	\$58,900	4.5%	0.2%
Medical and Health Services Managers	\$117,100	4.8%	0.2%
Property, Real Estate, and Community Association Managers	\$70,400	7.5%	0.3%
Social and Community Service Managers	\$72,700	3.6%	0.2%
Managers, All Other	\$137,300	3.7%	0.2%
All other Management Occupations (Avg. All Categories)	<u>\$115,800</u>	<u>23.7%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$115,800	100.0%	4.3%
<i>Business and Financial Operations Occupations</i>			
Claims Adjusters, Examiners, and Investigators	\$68,500	4.1%	0.2%
Human Resources Specialists	\$73,000	5.6%	0.3%
Management Analysts	\$90,200	6.0%	0.3%
Training and Development Specialists	\$75,000	4.0%	0.2%
Market Research Analysts and Marketing Specialists	\$73,000	8.0%	0.4%
Business Operations Specialists, All Other	\$80,300	10.0%	0.5%
Accountants and Auditors	\$79,600	18.8%	0.9%
Financial Analysts	\$100,400	6.2%	0.3%
Personal Financial Advisors	\$137,400	7.9%	0.4%
Loan Officers	\$94,200	4.7%	0.2%
All Other Business and Financial Operations Occupations (Avg. All Categories)	<u>\$87,200</u>	<u>24.8%</u>	<u>1.1%</u>
Weighted Mean Annual Wage	\$87,200	100.0%	4.5%
<i>Community and Social Service Occupations</i>			
Substance Abuse and Behavioral Disorder Counselors	\$41,400	4.2%	0.1%
Educational, Guidance, School, and Vocational Counselors	\$65,700	7.5%	0.2%
Mental Health Counselors	\$42,900	7.8%	0.2%
Rehabilitation Counselors	\$34,300	5.0%	0.1%
Child, Family, and School Social Workers	\$54,800	12.7%	0.3%
Healthcare Social Workers	\$72,300	5.9%	0.1%
Mental Health and Substance Abuse Social Workers	\$52,100	5.3%	0.1%
Social and Human Service Assistants	\$39,100	19.6%	0.4%
Community and Social Service Specialists, All Other	\$50,100	3.8%	0.1%
Clergy	\$52,200	9.5%	0.2%
Directors, Religious Activities and Education	\$45,600	5.8%	0.1%
All Other Community and Social Service Occupations (Avg. All Categories)	<u>\$49,200</u>	<u>12.9%</u>	<u>0.3%</u>
Weighted Mean Annual Wage	\$49,200	100.0%	2.2%

APPENDIX C - EXHIBIT 15 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$200,000 AND UP
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
<i>Page 2 of 4</i>			
<i>Education, Training, and Library Occupations</i>			
Health Specialties Teachers, Postsecondary	\$114,300	2.9%	0.1%
Vocational Education Teachers, Postsecondary	\$67,200	4.6%	0.2%
Postsecondary Teachers, All Other	\$77,800	3.0%	0.1%
Preschool Teachers, Except Special Education	\$33,000	11.4%	0.5%
Elementary School Teachers, Except Special Education	\$73,000	5.9%	0.3%
Secondary School Teachers, Except Special and Career/Technical Education	\$73,700	4.0%	0.2%
Self-Enrichment Education Teachers	\$56,600	12.9%	0.6%
Teachers and Instructors, All Other, Except Substitute Teachers	\$59,100	8.4%	0.4%
Teacher Assistants	\$32,700	12.1%	0.6%
All Other Education, Training, and Library Occupations (Avg. All Categories)	<u>\$55,200</u>	<u>34.7%</u>	<u>1.7%</u>
Weighted Mean Annual Wage	\$55,200	100.0%	4.8%
<i>Healthcare Practitioners and Technical Occupations</i>			
Pharmacists	\$130,600	4.1%	0.2%
Physicians and Surgeons, All Other	\$242,000	4.4%	0.3%
Physical Therapists	\$94,800	4.4%	0.2%
Registered Nurses	\$93,600	23.5%	1.3%
Dental Hygienists	\$88,400	3.9%	0.2%
Pharmacy Technicians	\$36,600	5.9%	0.3%
Licensed Practical and Licensed Vocational Nurses	\$55,100	8.4%	0.5%
All Other Healthcare Practitioners and Technical Occupations (Avg. All Categories)	<u>\$96,100</u>	<u>45.5%</u>	<u>2.6%</u>
Weighted Mean Annual Wage	\$96,100	100.0%	5.7%
<i>Healthcare Support Occupations</i>			
Home Health Aides	\$29,300	27.3%	1.0%
Nursing Assistants	\$33,000	21.4%	0.8%
Massage Therapists	\$40,900	5.8%	0.2%
Dental Assistants	\$42,700	9.5%	0.3%
Medical Assistants	\$38,200	18.3%	0.7%
Veterinary Assistants and Laboratory Animal Caretakers	\$31,200	3.3%	0.1%
Phlebotomists	\$41,200	2.1%	0.1%
All Other Healthcare Support Occupations (Avg. All Categories)	<u>\$34,600</u>	<u>12.3%</u>	<u>0.4%</u>
Weighted Mean Annual Wage	\$34,600	100.0%	3.6%
<i>Food Preparation and Serving Related Occupations</i>			
First-Line Supervisors of Food Preparation and Serving Workers	\$37,100	6.9%	0.9%
Cooks, Fast Food	\$24,200	3.9%	0.5%
Cooks, Restaurant	\$28,200	9.0%	1.2%
Food Preparation Workers	\$24,900	6.4%	0.8%
Bartenders	\$35,600	6.9%	0.9%
Combined Food Preparation and Serving Workers, Including Fast Food	\$24,400	26.0%	3.4%
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	\$26,500	3.7%	0.5%
Waiters and Waitresses	\$36,000	19.6%	2.5%
Dishwashers	\$23,400	3.9%	0.5%
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	\$24,000	3.0%	0.4%
All Other Food Preparation and Serving Related Occupations (Avg. All Categories)	<u>\$29,200</u>	<u>10.8%</u>	<u>1.4%</u>
Weighted Mean Annual Wage	\$29,200	100.0%	12.9%

APPENDIX C - EXHIBIT 15 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$200,000 AND UP
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total No. of Service Workers
<i>Building and Grounds Cleaning and Maintenance Occupations</i>			
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	\$55,200	3.9%	0.2%
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	\$29,700	44.4%	2.5%
Maids and Housekeeping Cleaners	\$26,700	8.1%	0.5%
Landscaping and Groundskeeping Workers	\$31,000	34.7%	2.0%
All Other Building and Grounds Cleaning and Maintenance Occupations (Avg. All Categories)	<u>\$31,000</u>	<u>8.9%</u>	<u>0.5%</u>
Weighted Mean Annual Wage	\$31,000	100.0%	5.7%
<i>Personal Care and Service Occupations</i>			
First-Line Supervisors of Personal Service Workers	\$45,300	4.0%	0.3%
Nonfarm Animal Caretakers	\$33,100	8.1%	0.6%
Amusement and Recreation Attendants	\$24,100	4.4%	0.3%
Hairdressers, Hairstylists, and Cosmetologists	\$31,700	13.7%	1.0%
Manicurists and Pedicurists	\$22,500	3.7%	0.3%
Childcare Workers	\$27,900	10.5%	0.8%
Personal Care Aides	\$25,000	32.5%	2.3%
Fitness Trainers and Aerobics Instructors	\$46,200	7.8%	0.6%
Recreation Workers	\$29,600	4.3%	0.3%
All Other Personal Care and Service Occupations (Avg. All Categories)	<u>\$30,000</u>	<u>10.9%</u>	<u>0.8%</u>
Weighted Mean Annual Wage	\$30,000	100.0%	7.2%
<i>Sales and Related Occupations</i>			
First-Line Supervisors of Retail Sales Workers	\$49,100	8.9%	1.1%
Cashiers	\$24,600	25.5%	3.2%
Counter and Rental Clerks	\$32,300	4.6%	0.6%
Retail Salespersons	\$30,000	35.7%	4.5%
Insurance Sales Agents	\$84,200	3.0%	0.4%
Sales Representatives, Services, All Other	\$59,400	5.1%	0.6%
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$63,300	4.3%	0.5%
All Other Sales and Related Occupations (Avg. All Categories)	<u>\$35,800</u>	<u>12.8%</u>	<u>1.6%</u>
Weighted Mean Annual Wage	\$35,800	100.0%	12.6%
<i>Office and Administrative Support Occupations</i>			
First-Line Supervisors of Office and Administrative Support Workers	\$59,300	6.5%	1.0%
Bookkeeping, Accounting, and Auditing Clerks	\$45,600	7.4%	1.2%
Customer Service Representatives	\$39,100	12.1%	1.9%
Receptionists and Information Clerks	\$32,600	8.0%	1.3%
Stock Clerks and Order Fillers	\$28,100	10.0%	1.6%
Medical Secretaries	\$40,900	3.4%	0.5%
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$41,800	11.7%	1.8%
Office Clerks, General	\$35,300	14.5%	2.3%
All Other Office and Administrative Support Occupations (Avg. All Categories)	<u>\$39,100</u>	<u>26.3%</u>	<u>4.1%</u>
Weighted Mean Annual Wage	\$39,100	100.0%	15.7%

APPENDIX C - EXHIBIT 15 - TABLE 2
AVERAGE ANNUAL WORKER COMPENSATION, 2017
SERVICES TO HOUSEHOLDS EARNING \$200,000 AND UP
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Occupation ³	2017 Avg. Compensation ¹	% of Total Occupation Group ²	% of Total lo. of Service Workers
<i>Installation, Maintenance, and Repair Occupations</i>			
First-Line Supervisors of Mechanics, Installers, and Repairers	\$69,300	7.8%	0.3%
Automotive Body and Related Repairers	\$44,500	5.7%	0.2%
Automotive Service Technicians and Mechanics	\$45,600	18.8%	0.6%
Bus and Truck Mechanics and Diesel Engine Specialists	\$51,700	4.2%	0.1%
Maintenance and Repair Workers, General	\$41,600	32.5%	1.1%
All Other Installation, Maintenance, and Repair Occupations (Avg. All Categories)	<u>\$46,700</u>	<u>31.1%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$46,700	100.0%	3.3%
<i>Transportation and Material Moving Occupations</i>			
Bus Drivers, School or Special Client	\$39,100	8.5%	0.5%
Driver/Sales Workers	\$35,500	6.7%	0.4%
Heavy and Tractor-Trailer Truck Drivers	\$42,800	11.3%	0.6%
Light Truck or Delivery Services Drivers	\$35,200	9.7%	0.5%
Taxi Drivers and Chauffeurs	\$27,700	4.7%	0.3%
Parking Lot Attendants	\$25,100	9.6%	0.5%
Cleaners of Vehicles and Equipment	\$25,400	6.4%	0.4%
Laborers and Freight, Stock, and Material Movers, Hand	\$29,300	18.7%	1.0%
Packers and Packagers, Hand	\$27,200	6.1%	0.3%
All Other Transportation and Material Moving Occupations (Avg. All Categories)	<u>\$32,400</u>	<u>18.1%</u>	<u>1.0%</u>
Weighted Mean Annual Wage	\$32,400	100.0%	5.6%
			<hr/> <hr/> 88.1%

¹ The methodology utilized by the California Employment Development Department (EDD) assumes that hourly paid employees are employed full-time. Annual compensation is calculated by EDD by multiplying hourly wages by 40 hours per work week by 52 weeks.

² Occupation percentages are based on the 2016 National Industry - Specific Occupational Employment survey compiled by the Bureau of Labor Statistics. Wages are based on the 2016 Occupational Employment Survey data applicable to Los Angeles County updated by the California Employment Development Department to 2017 wage levels.

³ Including occupations representing 3% or more of the major occupation group

APPENDIX D - Affordability Gap Analysis

Short Term Rental Nexus Study

APPENDIX D - TABLE 1

PROJECT DESCRIPTION
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

I. Product Type	Stacked Flats		
Construction Type	Type V		
Tenure	Rental		
II. Site Area	87,120 SF		
	2.0 Acres		
III. Number of Stories	4 Stories		
IV. Unit Mix			
	<u># of Units</u>	<u>Unit Size</u>	
Two Bedroom	100 Units	800 SF	
V. Density	50.0 Units/Acre		
VI. Gross Building Area			
Residential Net Building Area	80,000 SF		85%
Building Efficiency	<u>14,100 SF</u>		<u>15%</u>
Total Gross Building Area (GBA)	94,100 SF		100%
VII. Floor Area Ratio (FAR)	1.08		
VIII. Parking			
Type	Podium/Subterranean		
Number of Parking Spaces (1)	143 Spaces		
Parking Ratio (Space/Unit)	1.43 Spaces/Unit		

(1) Reflects reduced parking standards for Very Low Income housing. Assumes family housing development with medium parking demand; also includes parking for visitors, staff, and assigned spaces.

APPENDIX D - TABLE 2

**ESTIMATED DEVELOPMENT COSTS
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA**

	Low Income (80% AMI)			Very Low (50% AMI) and Extremely Low Income (30% AMI) (4% Tax Credits)		
	<u>Totals</u>	<u>Per Unit</u>	<u>Comments</u>	<u>Totals</u>	<u>Per Unit</u>	<u>Comments</u>
I. Direct Costs (1)						
Off-Site Improvements	\$261,000	\$2,610	\$3 Per SF Site	\$261,000	\$2,610	\$3 Per SF Site
On-Sites/Landscaping	\$1,307,000	\$13,070	\$15 Per SF Site	\$1,307,000	\$13,070	\$15 Per SF Site
Shell Construction	\$15,527,000	\$155,270	\$165 Per SF GBA	\$15,527,000	\$155,270	\$165 Per SF GBA
Parking	\$4,290,000	\$42,900	\$30,000 Per Space	\$4,290,000	\$42,900	\$30,000 Per Space
Amenities/FF&E	\$250,000	\$2,500	Allowance	\$250,000	\$2,500	Allowance
Contingency	<u>\$1,082,000</u>	<u>\$10,820</u>	5.0% of Directs	<u>\$1,082,000</u>	<u>\$10,820</u>	5.0% of Directs
Total Direct Costs	\$22,717,000	\$227,170	\$241 Per SF GBA	\$22,717,000	\$227,170	\$241 Per SF GBA
II. Indirect Costs						
Architecture & Engineering	\$1,136,000	\$11,360	5.0% of Directs	\$1,136,000	\$11,360	5.0% of Directs
Permits & Fees (2)	\$2,500,000	\$25,000	Allowance	\$2,500,000	\$25,000	Allowance
Inclusionary Housing Fee	\$662,000	\$6,620	\$7.03 /SF GBA	\$0	\$0	\$0 /SF GBA
Legal & Accounting	\$227,000	\$2,270	1.0% of Directs	\$227,000	\$2,270	1.0% of Directs
Taxes & Insurance	\$227,000	\$2,270	1.0% of Directs	\$227,000	\$2,270	1.0% of Directs
Developer Fee	\$909,000	\$9,090	4.0% of Directs	\$4,274,000	\$42,740	18.8% of Directs
Marketing/Lease-Up	\$250,000	\$2,500	Allowance	\$250,000	\$2,500	Allowance
Contingency	<u>\$296,000</u>	<u>\$2,960</u>	5.0% of Indirects	<u>\$431,000</u>	<u>\$4,310</u>	5.0% of Indirects
Total Indirect Costs	\$6,207,000	\$62,070	27.3% of Directs	\$9,045,000	\$90,450	39.8% of Directs
III. Financing Costs						
Loan Fees	\$381,000	\$3,810	1.7% of Directs	\$1,297,000	\$12,970	5.7% of Directs
Interest During Construction	\$1,371,000	\$13,710	6.0% of Directs	\$973,000	\$9,730	4.3% of Directs
Interest During Lease-Up	\$762,000	\$7,620	3.4% of Directs	\$540,000	\$5,400	2.4% of Directs
TCAC/Syndication Fees	\$0	\$0	0.0% of Directs	\$174,000	\$1,740	0.8% of Directs
Operating Lease-Up/Reserves	<u>\$301,000</u>	<u>\$3,010</u>	1.3% of Directs	<u>\$325,000</u>	<u>\$3,250</u>	1.4% of Directs
Total Financing Costs	\$2,815,000	\$28,150	12.4% of Directs	\$3,309,000	\$33,090	14.6% of Directs
IV. Total Development Costs excl. Acquisition	\$31,739,000	\$317,390	\$337 Per SF GBA	\$35,071,000	\$350,710	\$373 Per SF GBA
V. Acquisition Costs	\$6,534,000	\$65,340	\$75 Per SF Site	\$6,534,000	\$65,340	\$75 Per SF Site
VI. Total Development Costs with Acquisition	\$38,273,000	\$382,730	\$407 Per SF GBA	\$41,605,000	\$416,050	\$442 Per SF GBA

(1) Excludes the payment of prevailing wages.

(2) Estimate. Not verified by KMA or the City.

APPENDIX D - TABLE 3

AFFORDABLE RENTS AND NET OPERATING INCOME
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

			Low Income (80% of AMI)			Very Low Income (50% of AMI)			Extremely Low Income (30% of AMI)
I. Affordable Rent - Per Unit									
Family Size			3.0		3.0		3.0		
Number of Bedrooms			2		2		2		
Household Income ⁽¹⁾			\$70,100		\$43,800		\$26,300		
Income Allocation to Housing			30%		30%		30%		
Monthly Housing Cost			\$1,753		\$1,095		\$657		
(Less) Utility Allowance ⁽²⁾			<u>(\$80)</u>		<u>(\$80)</u>		<u>(\$80)</u>		
Maximum Monthly Rent			\$1,673		\$1,015		\$577		
			Total	Per Unit			Total	Per Unit	
II. Net Operating Income (NOI)									
Units			100		100		100		1
Gross Scheduled Income (GSI)									
Monthly			\$167,250		\$101,500		\$57,650		\$577
Annual			\$2,007,000		\$1,218,000		\$692,000		\$6,920
Other Income			\$25	\$30,000	\$300	\$15	\$18,000	\$180	
(Less) Vacancy			5.0%	<u>(\$100,000)</u>	<u>(\$1,000)</u>	5.0%	<u>(\$61,000)</u>	<u>(\$610)</u>	5.0%
Effective Gross Income (EGI)			\$1,937,000		\$1,175,000		\$675,000		\$6,750
(Less) Operating Expenses ⁽³⁾			<u>(\$525,000)</u>		<u>(\$5,250)</u>		<u>(\$525,000)</u>		<u>(\$5,250)</u>
(Less) Property Taxes			<u>(\$369,000)</u>		<u>(\$3,690)</u> ⁽⁴⁾		<u>\$0</u>		<u>\$0</u> ⁽⁵⁾
Net Operating Income (NOI)			\$1,043,000		\$10,430		\$650,000		\$6,500

(1) Source: U.S. Department of Housing and Urban Development 2018 Income Limits.

(2) Assumes San Diego Housing Commission (SDHC) 2018 utility allowances at \$80/month.

(3) Includes replacement reserves and monitoring fee.

(4) Based on cost approach; assumes assessed value at cost of land acquisition plus 85.0% of development cost excluding land; and a tax rate

(5) Assumes development is tax-exempt based on partnership with non-profit developer.

APPENDIX D - TABLE 4

AFFORDABILITY GAP FOR RENTAL UNITS
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

	Low Income (80% AMI)		Very Low Income (50% AMI)		Extremely Low Income (30% AMI)	
	<u>Total</u>	<u>Per Unit</u>	<u>Total</u>	<u>Per Unit</u>	<u>Total</u>	<u>Per Unit</u>
I. Net Operating Income (NOI)	\$1,043,000	\$10,430	\$650,000	\$6,500	\$150,000	\$1,500
II. Target Return on Investment (ROI)	6.0%	6.0%	N/A	N/A	N/A	N/A
III. Sources of Funds						
Supportable Permanent Loan	N/A	N/A	\$8,295,000	\$83,000	\$1,914,000	\$19,000
Tax Credit Equity Investment	N/A	N/A	\$13,831,000	\$138,000	\$13,831,000	\$138,000
Deferred Developer Fee	N/A	N/A	<u>\$1,774,000</u>	<u>\$18,000</u>	<u>\$1,774,000</u>	<u>\$18,000</u>
IV. Warranted Investment	\$17,383,000	\$174,000	\$23,900,000	\$239,000	\$17,519,000	\$175,000
V. (Less) Total Development Costs	<u>(\$38,273,000)</u>	<u>(\$383,000)</u>	<u>(\$41,605,000)</u>	<u>(\$416,000)</u>	<u>(\$41,605,000)</u>	<u>(\$416,000)</u>
VI. Affordability Gap	(\$20,890,000)	(\$209,000)	(\$17,705,000)	(\$177,000)	(\$24,086,000)	(\$241,000)

APPENDIX E - Visitor Spending Estimates

Short Term Rental Nexus Study

APPENDIX E - TABLE 1
VISITOR SPENDING ESTIMATES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

San Diego County Visitor Spending	Spending Per Visitor Per Day		Spending Per ² Room
	2015 Dollars ¹	2017 Dollars	
Lodging	\$82	\$86	\$189
Meals/Beverages	\$44	\$46	\$101
Retail Shopping / Other	\$22	\$23	\$51
Admissions	\$18	\$19	\$43
Local Transportation	\$11	\$12	\$26
Groceries/Convenience Retail	<u>\$5</u>	<u>\$5</u>	<u>\$12</u>
Visitor Spending Per Visitor Per Day	\$182.07	\$191.24	\$420.74

¹ Based on CIC Research, Inc. 2015 San Diego County Visitors with Hotel Accommodations Spending.

² Assumes 2.2 Persons Per Hotel Room

APPENDIX E - TABLE 1
VISITOR SPENDING ESTIMATES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

DOWNTOWN				
Housing Type	Multi-Family	\$189	County Lodging Per Room	Days Rented 365
Number of Bedrooms	1.0	<u>\$159</u>	STR ADR	STRs for Nexus Model 100
ADR	\$159	84%	ADR Differential	
<u>STR Visitor Spending</u>	<u>Avg Spending Per Visitor Per Day</u>	<u>ADR Differential</u>	<u>Adjusted Visitor Spending</u>	<u>Annual Spending for 100 STRs</u>
Meals/Beverages	\$101	84%	\$85	\$3,106,504
Retail Shopping / Other	\$51	84%	\$43	\$1,556,808
Admissions	\$43	84%	\$36	\$1,312,868
Local Transportation	\$26	84%	\$22	\$798,673
Groceries/Convenience Retail	\$12	84%	\$10	\$359,154
Totals	\$232		\$195	\$7,134,006

LA JOLLA				
Housing Type	Single-Family	\$189	County Lodging Per Room	Days Rented 365
Number of Bedrooms	4.0	<u>\$749</u>	STR ADR	STRs for Nexus Model 100
ADR	\$749	396%	ADR Differential	
<u>STR Visitor Spending</u>	<u>Avg Spending Per Visitor Per Day</u>	<u>ADR Differential</u>	<u>Adjusted Visitor Spending</u>	<u>Annual Spending for 100 STRs</u>
Meals/Beverages	\$101	396%	\$400	\$14,604,145
Retail Shopping / Other	\$51	396%	\$201	\$7,318,789
Admissions	\$43	396%	\$169	\$6,171,990
Local Transportation	\$26	396%	\$103	\$3,754,683
Groceries/Convenience Retail	\$12	396%	\$46	\$1,688,437
Totals	\$232		\$919	\$33,538,043

MISSION BEACH				
Housing Type	Multi-Family	\$189	County Lodging Per Room	Days Rented 365
Number of Bedrooms	2.0	<u>\$323</u>	STR ADR	STRs for Nexus Model 100
ADR	\$323	171%	ADR Differential	
<u>STR Visitor Spending</u>	<u>Avg Spending Per Visitor Per Day</u>	<u>ADR Differential</u>	<u>Adjusted Visitor Spending</u>	<u>Annual Spending for 100 STRs</u>
Meals/Beverages	\$101	171%	\$173	\$6,303,833
Retail Shopping / Other	\$51	171%	\$87	\$3,159,133
Admissions	\$43	171%	\$73	\$2,664,120
Local Transportation	\$26	171%	\$44	\$1,620,697
Groceries/Convenience Retail	\$12	171%	\$20	\$728,809
Totals	\$232		\$397	\$14,476,592

Prepared by: Keyser Marston Associates, Inc.
Filename: STR Visitor Expenditures_Final Methodology_6 9 18; STR Spending; trb

MID-MARKET HOME SHARE					
Housing Type	Home Share	\$189	County Lodging Per Room	Days Rented	365
Number of Bedrooms	1 (of 2)	\$67	STR ADR	STRs for Nexus Model	100
ADR	\$67	36%	ADR Differential		
	Avg Spending Per Visitor Per Day	ADR Differential	Adjusted Visitor Spending	Annual Spending for 100 STRs	
STR Visitor Spending					
Meals/Beverages	\$101	36%	\$36	\$1,314,559	
Retail Shopping / Other	\$51	36%	\$18	\$658,784	
Admissions	\$43	36%	\$15	\$555,558	
Local Transportation	\$26	36%	\$9	\$337,969	
Groceries/Convenience Retail	\$12	36%	\$4	\$151,981	
Totals	\$232		\$83	\$3,018,852	

APPENDIX E - TABLE 2
BREAKDOWN OF STR SPENDING FOR INPUT TO IMPLAN
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

IMPLAN Categories	% of Spending Category	Downtown	La Jolla	Mission Beach	Mission Valley	North Park
Meals/Beverages		\$3,106,504	\$14,604,145	\$6,303,833	\$3,972,652	\$3,239,215
501 - Full Service Restaurants	50%	\$1,553,252	\$7,302,072	\$3,151,917	\$1,986,326	\$1,619,608
502 - Limited Service Restaurants	25%	\$776,626	\$3,651,036	\$1,575,958	\$993,163	\$809,804
503 - All other food and drinking places	<u>25%</u>	\$776,626	\$3,651,036	\$1,575,958	\$993,163	\$809,804
	100%					
Retail Shopping / Other		\$1,556,808	\$7,318,789	\$3,159,133	\$1,990,873	\$1,623,316
401 - Retail - Health and personal care stores	25%	\$389,202	\$1,829,697	\$789,783	\$497,718	\$405,829
403 - Retail - Clothing and accessories stores	25%	\$389,202	\$1,829,697	\$789,783	\$497,718	\$405,829
405 - Retail - General merchandise stores	25%	\$389,202	\$1,829,697	\$789,783	\$497,718	\$405,829
406 - Retail Miscellaneous store retailers	<u>25%</u>	\$389,202	\$1,829,697	\$789,783	\$497,718	\$405,829
	100%					
Admissions		\$1,312,868	\$6,171,990	\$2,664,120	\$1,678,918	\$1,368,954
494 - Amusement parks and arcades	40%	\$525,147	\$2,468,796	\$1,065,648	\$671,567	\$547,582
493 - Museums, historical sites, zoos, and parks	40%	\$525,147	\$2,468,796	\$1,065,648	\$671,567	\$547,582
496 - Other amusement and recreation industries	<u>20%</u>	\$262,574	\$1,234,398	\$532,824	\$335,784	\$273,791
	100%					
Local Transportation		\$798,673	\$3,754,683	\$1,620,697	\$1,021,357	\$832,793
412 - Transit and ground passenger transportation	100%	\$798,673	\$3,754,683	\$1,620,697	\$1,021,357	\$832,793
Groceries / Convenience Retail		\$359,154	\$1,688,437	\$728,809	\$459,292	\$374,497
400 - Retail - Food and Beverage Stores	100%	\$359,154	\$1,688,437	\$728,809	\$459,292	\$374,497
Total Spending Per 100 STRs		\$7,134,006	\$33,538,043	\$14,476,592	\$9,123,093	\$7,438,775

APPENDIX E - TABLE 2
BREAKDOWN OF STR SPENDING FOR INPUT TO IMPLAN
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

IMPLAN Categories	% of Spending Category	Pacific Beach	Southeastern / Encanto	High-Market Home Share	Mid-Market Home Share
Meals/Beverages		\$7,146,102	\$3,051,593	\$2,077,699	\$1,314,559
501 - Full Service Restaurants	50%	\$3,573,051	\$1,525,797	\$1,038,849	\$657,280
502 - Limited Service Restaurants	25%	\$1,786,525	\$762,898	\$519,425	\$328,640
503 - All other food and drinking places	<u>25%</u>	\$1,786,525	\$762,898	\$519,425	\$328,640
	100%				
Retail Shopping / Other		\$3,581,231	\$1,529,290	\$1,041,228	\$658,784
401 - Retail - Health and personal care stores	25%	\$895,308	\$382,322	\$260,307	\$164,696
403 - Retail - Clothing and accessories stores	25%	\$895,308	\$382,322	\$260,307	\$164,696
405 - Retail - General merchandise stores	25%	\$895,308	\$382,322	\$260,307	\$164,696
406 - Retail Miscellaneous store retailers	<u>25%</u>	\$895,308	\$382,322	\$260,307	\$164,696
	100%				
Admissions		\$3,020,079	\$1,289,661	\$878,075	\$555,558
494 - Amusement parks and arcades	40%	\$1,208,032	\$515,865	\$351,230	\$222,223
493 - Museums, historical sites, zoos, and parks	40%	\$1,208,032	\$515,865	\$351,230	\$222,223
496 - Other amusement and recreation industries	<u>20%</u>	\$604,016	\$257,932	\$175,615	\$111,112
	100%				
Local Transportation		\$1,837,242	\$784,556	\$534,170	\$337,969
412 - Transit and ground passenger transportation	100%	\$1,837,242	\$784,556	\$534,170	\$337,969
Groceries / Convenience Retail		\$826,186	\$352,806	\$240,210	\$151,981
400 - Retail - Food and Beverage Stores	100%	\$826,186	\$352,806	\$240,210	\$151,981
Total Spending Per 100 STRs		\$16,410,840	\$7,007,906	\$4,771,382	\$3,018,852

APPENDIX F - Market Survey Data

Short Term Rental Nexus Study

APPENDIX F - TABLE 1
DOWNTOWN SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Monthly HOA</u>	<u>Sales Price</u>	<u>Price/SF</u>
207 5Th Ave 843	10/26/2017	1	1	431	\$838	\$282,300	\$655
207 5th Ave. 1136	6/5/2017	1	1	431	\$838	\$290,000	\$673
1435 India St 516	9/14/2017	1	1	558	\$309	\$300,000	\$538
1480 Broadway 2207	3/20/2018	1	1	621	\$432	\$310,000	\$499
1465 C St 3520	1/19/2018	1	1	720	\$425	\$310,000	\$431
450 J Street 5161	1/9/2018	1	1	512	\$400	\$310,000	\$605
1333 8th Ave 501	1/23/2018	1	1	673	\$408	\$310,000	\$461
445 Island Avenue 506	9/22/2017	1	1	547	\$403	\$312,000	\$570
702 Ash Steet 501	11/7/2017	1	1	677	\$698	\$315,000	\$465
1480 Broadway 2409	3/27/2018	1	1	710	\$437	\$315,000	\$444
207 5th Ave 1156	7/11/2017	1	1	431	\$762	\$317,500	\$737
1400 Broadway 1202	11/3/2017	1	1	734	\$434	\$317,500	\$433
777 6th Ave 404	2/8/2018	1	1	656	\$296	\$319,500	\$487
1465 C Street 3217	1/23/2018	1	1	720	\$425	\$322,000	\$447
850 State Street 222	5/17/2017	1	1	666	\$557	\$325,000	\$488
701 Kettner Blvd 133	11/21/2017	1	1	592	\$367	\$325,000	\$549
777 6Th Ave 312	4/23/2018	1	1	695	\$303	\$325,000	\$468
321 10th Avenue 203	10/23/2017	1	1	621	\$524	\$325,000	\$523
550 15th St 709	4/11/2018	1	1	725	\$442	\$325,000	\$448
1225 Island 316	7/28/2017	1	1	646	\$394	\$325,000	\$503
445 Island 706	7/25/2017	1	1	547	\$404	\$325,000	\$594
1465 C St 3220	4/9/2018	1	1	720	\$433	\$326,000	\$453
777 6Th Ave 221	7/31/2017	1	1	631	\$297	\$327,000	\$518
1400 Broadway 1504	6/29/2017	1	1	712	\$370	\$327,900	\$461
1501 Front St 513	8/17/2017	1	1	555	\$279	\$328,000	\$591
777 6Th Ave 421	3/19/2018	1	1	631	\$297	\$329,000	\$521
702 Ash St 200	9/12/2017	1	1	642	\$698	\$329,500	\$513
1225 Island Avenue 411	2/26/2018	1	1	667	\$394	\$333,000	\$499
1435 India St 416	1/30/2018	1	1	558	\$309	\$335,000	\$600
1080 Park Blvd 710	11/16/2017	1	1	748	\$482	\$335,000	\$448
425 W Beech St 332	4/17/2018	1	1	641	\$515	\$335,000	\$523
350 11Th Ave 318	10/10/2017	1	1	656	\$530	\$337,000	\$514
702 Ash St 400	10/5/2017	1	1	628	\$690	\$340,000	\$541
1080 Park Blvd 311	4/2/2018	1	1	711	\$526	\$340,000	\$478
1225 ISLAND AVE 307	10/12/2017	1	1	720	\$403	\$344,000	\$478
889 Date St 309	9/21/2017	1	1	575	\$283	\$345,000	\$600
1435 India St 220	8/29/2017	1	1	591	\$314	\$345,000	\$584
1643 6Th Ave 209	11/21/2017	1	1	732	\$379	\$349,900	\$478
425 W Beech Street 1007	8/21/2017	1	1	661	\$430	\$350,000	\$530
1480 Broadway 2221	4/20/2018	1	1	763	\$432	\$350,000	\$459
1080 Park Blvd. 1111	4/12/2018	1	1	711	\$501	\$355,000	\$499
1150 J Street 314	12/12/2017	1	1	735	\$369	\$355,000	\$483
777 6Th Ave 333	5/4/2018	1	1	746	\$307	\$355,000	\$476
801 Ash St. 1202	8/30/2017	1	1	580	\$430	\$355,000	\$612
101 Market Street 209	11/10/2017	1	1	695	\$491	\$357,000	\$514
1944 State St 6	2/16/2018	1	1	637	\$152	\$357,500	\$561
1643 6th Avenue 309	3/22/2018	1	1	778	\$391	\$357,500	\$460
1501 Front Street 443	7/10/2017	1	1	658	\$287	\$357,900	\$544
777 6th Ave 303	12/18/2017	1	1	725	\$306	\$360,000	\$497
101 Market 128	9/12/2017	1	1	681	\$489	\$360,000	\$529
1501 FRONT ST 116	2/17/2018	1	1	821	\$300	\$360,000	\$438
1080 Park Blvd 704	5/1/2018	1	1	854	\$548	\$360,000	\$422
1501 FRONT ST. 235	6/17/2017	1	1	663	\$287	\$363,000	\$548
425 W Beech Street 311	9/5/2017	1	1	679	\$430	\$363,000	\$535
425 W Beech St 1008	6/26/2017	1	1	672	\$430	\$363,000	\$540

APPENDIX F - TABLE 1
DOWNTOWN SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Monthly HOA</u>	<u>Sales Price</u>	<u>Price/SF</u>
1551 4th Ave 308	4/18/2018	1	1	727	\$561	\$365,000	\$502
101 Market St 309	10/4/2017	1	1	695	\$491	\$365,000	\$525
445 Island Ave 303	12/28/2017	1	1	636	\$411	\$365,000	\$574
1501 Front St. 642	6/16/2017	1	1	658	\$287	\$365,000	\$555
550 Park Boulevard 2406	8/18/2017	1	1	738	\$430	\$365,000	\$495
525 11th 1110	2/27/2018	1	1	689	\$435	\$367,500	\$533
1501 Front St. 246	2/26/2018	1	1	658	\$301	\$368,000	\$559
1501 Front St 339	9/6/2017	1	1	645	\$287	\$368,000	\$571
1150 J Street 111	12/8/2017	1	1	735	\$368	\$369,000	\$502
2400 5th Avenue 337	7/10/2017	1	1	787	\$420	\$369,000	\$469
1501 Front Street 304	6/2/2017	1	1	781	\$298	\$369,900	\$474
777 6th Ave 331	12/1/2017	1	1	746	\$308	\$370,000	\$496
101 Market St 320	1/29/2018	1	1	681	\$491	\$370,000	\$543
777 6th Ave 402	1/9/2018	1	1	692	\$302	\$371,000	\$536
875 G St 313	4/16/2018	1	1	745	\$437	\$372,000	\$499
525 11th 1403	7/16/2017	1	1	756	\$438	\$372,000	\$492
525 11th Ave 1208	3/6/2018	1	1	700	\$435	\$374,500	\$535
721 9th Avenue 20	10/27/2017	1	1	650	\$179	\$375,000	\$577
206 Park Blvd 313	8/16/2017	1	1	694	\$486	\$375,000	\$540
1501 Front St. 330	12/1/2017	1	1	653	\$300	\$375,000	\$574
235 Market St 607	2/12/2018	1	1	788	\$409	\$375,000	\$476
1501 Front St 426	9/8/2017	1	1	781	\$298	\$375,000	\$480
777 6th Ave 211	9/14/2017	1	1	749	\$308	\$375,000	\$501
101 Market St 301	10/24/2017	1	1	727	\$475	\$375,000	\$516
525 11th Ave 1201	2/2/2018	1	1	734	\$435	\$377,000	\$514
1150 J St 514	12/12/2017	1	1	735	\$369	\$378,000	\$514
889 Date 410	5/8/2018	1	1	682	\$348	\$379,000	\$556
101 Market Street 311	12/4/2017	1	1	695	\$491	\$379,000	\$545
550 Park Blvd 2506	2/26/2018	1	1	738	\$435	\$379,000	\$514
1501 FRONT ST. 220	3/30/2018	1	1	781	\$311	\$380,000	\$487
777 6th Ave 215	7/10/2017	1	1	737	\$307	\$380,000	\$516
777 6th 237	7/18/2017	1	1	788	\$312	\$380,000	\$482
350 11th Ave 826	1/3/2018	1	1	674	\$532	\$381,500	\$566
1080 Park Blvd 1304	1/5/2018	1	1	854	\$503	\$381,900	\$447
1551 4th Ave 408	5/26/2017	1	1	727	\$561	\$384,000	\$528
235 Market St 404	6/20/2017	1	1	718	\$391	\$385,000	\$536
850 BEECH 305	11/23/2017	1	1	756	\$678	\$385,000	\$509
1465 C St 3611	10/13/2017	1	1	881	\$449	\$387,000	\$439
1970 Columbia Street 202	3/12/2018	1	1	581	\$362	\$387,500	\$667
1150 J St. 818	10/4/2017	1	1	716	\$367	\$389,000	\$543
1435 India St 305	6/27/2017	1	1	728	\$317	\$390,000	\$536
1642 7th Ave 222	10/30/2017	1	1	747	\$361	\$390,000	\$522
425 W Beech Street 336	8/29/2017	1	1	749	\$460	\$390,000	\$521
1501 Front St 229	8/8/2017	1	1	721	\$298	\$390,000	\$541
253 10th Ave 533	12/20/2017	1	1	808	\$524	\$390,000	\$483
850 State St 107	4/19/2018	1	1	824	\$590	\$392,000	\$476
700 W E Street 303	4/2/2018	1	1	827	\$813	\$395,000	\$478
321 10th Ave 1505	11/16/2017	1	1	603	\$522	\$395,000	\$655
1501 Front St 540	11/6/2017	1	1	720	\$290	\$395,000	\$549
253 10th Ave 222	5/25/2017	1	1	739	\$506	\$395,000	\$535
427 9TH AVE 508	2/21/2018	1	1	670	\$363	\$397,500	\$593
701 Kettner Blvd 147	9/29/2017	1	1	604	\$363	\$397,500	\$658
1642 7th Ave 329	12/15/2017	1	1	758	\$361	\$399,900	\$528
350 11th Ave 422	8/7/2017	1	1	785	\$551	\$400,000	\$510
1642 7th Avenue 424	2/27/2018	1	1	747	\$391	\$400,000	\$535

APPENDIX F - TABLE 1
DOWNTOWN SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Monthly HOA</u>	<u>Sales Price</u>	<u>Price/SF</u>
1551 4th Ave 203	7/21/2017	1	1	1,168	\$567	\$400,000	\$342
2330 1St 117	7/3/2017	1	1	639	\$340	\$400,000	\$626
1150 J Street 105	6/28/2017	1	1	966	\$392	\$400,000	\$414
425 W Beech St 1006	7/14/2017	1	1	655	\$430	\$400,000	\$611
1441 9th Ave. 209	6/16/2017	1	1	870	\$630	\$400,000	\$460
1501 Front St 636	3/19/2018	1	1	658	\$300	\$400,000	\$608
253 10th Ave. 224	9/7/2017	1	1	739	\$506	\$400,000	\$541
1435 India St 317	3/8/2018	1	1	835	\$321	\$404,000	\$484
445 Island Avenue 513	7/9/2017	1	1	807	\$425	\$405,000	\$502
1435 India St 417	9/28/2017	1	1	835	\$323	\$405,000	\$485
425 W Beech St 1307	9/23/2017	1	1	661	\$430	\$405,000	\$613
425 W Beech 1352	10/2/2017	1	1	655	\$467	\$407,000	\$621
425 W W Beech St 1506	8/18/2017	1	1	655	\$430	\$407,000	\$621
550 Park Blvd 2401	4/14/2018	1	1	810	\$435	\$409,000	\$505
425 W Beech St. 1305	3/6/2018	1	1	648	\$508	\$409,000	\$631
321 10th 1705	7/7/2017	1	1	603	\$523	\$410,000	\$680
450 J 5151	4/9/2018	1	1	777	\$423	\$410,000	\$528
1601 India St 312	1/26/2018	1	1	800	\$348	\$410,000	\$513
2400 5Th Ave 228	10/26/2017	1	1	787	\$420	\$412,000	\$524
206 Park Blvd. 301	10/7/2017	1	1	881	\$518	\$412,500	\$468
1431 Pacific Hwy 405	9/21/2017	1	1	693	\$592	\$413,700	\$597
1225 Island Ave 503	8/11/2017	1	1	892	\$400	\$415,000	\$465
1551 4th Ave 505	3/8/2018	1	1	868	\$588	\$415,000	\$478
850 Beech St 802	10/24/2017	1	1	793	\$673	\$415,000	\$523
425 W Beech St 1306	10/25/2017	1	1	655	\$496	\$415,000	\$634
425 W Beech St 1251	4/5/2018	1	1	648	\$516	\$417,000	\$644
530 K Street 409	9/26/2017	1	1	678	\$545	\$417,000	\$615
1465 C St 3615	2/16/2018	1	1	881	\$468	\$418,000	\$474
575 6th Ave 301	10/19/2017	1	1	653	\$537	\$419,500	\$642
1277 Kettner Boulevard 104	7/30/2017	1	1	733	\$402	\$419,687	\$573
1501 Front Street 310	3/20/2018	1	1	845	\$310	\$419,900	\$497
575 6th Ave 307	1/30/2018	1	1	679	\$540	\$420,000	\$619
1277 Kettner Blvd 407	12/12/2017	1	1	654	\$387	\$420,000	\$642
1431 Pacific Hwy 505	1/30/2018	1	1	692	\$592	\$420,000	\$607
875 G 506	10/24/2017	1	1	715	\$387	\$420,000	\$587
2400 5Th Ave 209	10/3/2017	1	1	801	\$420	\$420,000	\$524
2400 5th Avenue 332	5/25/2017	1	1	734	\$420	\$420,000	\$572
206 Park Blvd 309	1/29/2018	1	1	877	\$520	\$423,000	\$482
253 10th 531	3/6/2018	1	1	812	\$524	\$424,000	\$522
425 W Beech St 234	4/23/2018	1	1	749	\$515	\$424,000	\$566
321 10th Ave 1705	4/12/2018	1	1	603	\$523	\$425,000	\$705
206 Park Blvd. 301	2/23/2018	1	1	881	\$518	\$425,000	\$482
450 J Street 6041	3/12/2018	1	1	799	\$423	\$425,000	\$532
450 J Street 4011	4/29/2018	1	1	777	\$423	\$425,000	\$547
450 J St 504	6/1/2017	1	1	799	\$425	\$425,000	\$532
321 10Th Ave 2103	4/25/2018	1	1	621	\$523	\$425,000	\$684
206 Park Blvd 407	10/23/2017	1	1	821	\$524	\$425,000	\$518
450 J Street 6171	1/5/2018	1	1	777	\$423	\$425,000	\$547
450 J St 3051	3/26/2018	1	1	777	\$423	\$425,000	\$547
1431 Pacific Highway 103	6/12/2017	1	1	623	\$581	\$427,500	\$686
1501 Front St. 237	1/29/2018	1	1	721	\$298	\$429,000	\$595
575 6th Ave 911	11/22/2017	1	1	653	\$537	\$429,000	\$657
206 Park Blvd. 514	7/27/2017	1	1	826	\$524	\$429,000	\$519
1944 State St 4	3/1/2018	1	1	804	\$207	\$430,000	\$535
2400 5th Ave. 102	1/2/2018	1	1	800	\$420	\$430,000	\$538

APPENDIX F - TABLE 1
DOWNTOWN SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Monthly HOA</u>	<u>Sales Price</u>	<u>Price/SF</u>
450 J St 3231	3/1/2018	1	1	820	\$426	\$430,000	\$524
450 J Street 5051	12/26/2017	1	1	777	\$367	\$430,000	\$553
702 Ash Street 701	4/16/2018	1	1	805	\$704	\$430,000	\$534
1240 India St 420	6/26/2017	1	1	772	\$407	\$430,000	\$557
1441 9Th Ave 510	8/1/2017	1	1	849	\$629	\$430,000	\$506
1431 Pacific Hwy 102	6/12/2017	1	1	615	\$578	\$430,000	\$699
1240 India St. 103	10/27/2017	1	1	802	\$420	\$431,000	\$537
427 9th Avenue 205	6/9/2017	1	1	856	\$403	\$432,000	\$505
445 Island Avenue 321	3/12/2018	1	1	807	\$425	\$432,000	\$535
575 6th Avenue 611	4/9/2018	1	1	653	\$544	\$435,000	\$666
530 K Street 211	11/30/2017	1	1	707	\$575	\$435,000	\$615
450 J 7011	6/20/2017	1	1	777	\$423	\$435,000	\$560
300 W Beech St 204	9/1/2017	1	1	687	\$436	\$435,000	\$633
701 Kettner Blvd 43	7/17/2017	1	1	780	\$403	\$435,000	\$558
1480 Broadway 2608	4/14/2018	1	1	932	\$445	\$435,000	\$467
1580 Union St 406	8/21/2017	1	1	681	\$435	\$435,000	\$639
850 Beech St. 605	2/18/2018	1	1	852	\$678	\$435,000	\$511
1277 Kettner Blvd 409	3/21/2018	1	1	654	\$408	\$435,000	\$665
550 Park Blvd 2608	12/18/2017	1	1	923	\$435	\$435,000	\$471
1050 Island Ave 519	10/27/2017	1	1	814	\$415	\$437,000	\$537
1150 J Street 705	1/26/2018	1	1	994	\$392	\$438,000	\$441
530 K St 617	11/1/2017	1	1	689	\$534	\$439,000	\$637
575 6th Ave 208	10/2/2017	1	1	663	\$537	\$439,000	\$662
1025 Island Avenue 606	8/14/2017	1	1	768	\$374	\$439,000	\$572
575 6Th Ave 209	9/7/2017	1	1	663	\$537	\$439,900	\$663
1431 Pacific Hwy 703	7/19/2017	1	1	623	\$581	\$440,000	\$706
620 State Street 317	10/16/2017	1	1	735	\$470	\$440,000	\$599
530 K Street 206	6/5/2017	1	1	669	\$541	\$440,000	\$658
1080 Park Blvd 602	9/11/2017	1	2	1,029	\$531	\$440,000	\$428
445 Island Ave 608	10/6/2017	1	1	764	\$422	\$440,888	\$577
445 Island Ave 623	7/26/2017	1	1	832	\$426	\$442,500	\$532
1441 9th Avenue 409	2/21/2018	1	1	870	\$655	\$442,500	\$509
575 6th Ave 1007	1/24/2018	1	1	679	\$620	\$443,000	\$652
450 J St 3021	8/30/2017	1	1	736	\$419	\$445,000	\$605
350 K Street 404	6/17/2017	1	1	694	\$370	\$445,000	\$641
701 Kettner Blvd 211	8/4/2017	1	1	765	\$400	\$445,000	\$582
1240 India St 719	5/1/2018	1	1	675	\$410	\$445,000	\$659
1150 J Street 104	5/15/2018	1	1	967	\$390	\$445,000	\$460
530 K St 1017	4/27/2018	1	1	661	\$558	\$446,500	\$675
330 J Street 309	8/31/2017	1	1	841	\$381	\$447,000	\$532
1240 India Street 421	8/1/2017	1	1	772	\$407	\$447,500	\$580
1240 India St 522	9/11/2017	1	1	772	\$390	\$448,000	\$580
702 Ash St 209	9/25/2017	1	2	888	\$729	\$449,000	\$506
530 K Street 919	5/7/2018	1	1	648	\$540	\$449,000	\$693
1580 Union St 104	2/16/2018	1	1	681	\$448	\$449,900	\$661
1150 J Street 422	3/27/2018	1	1	994	\$392	\$450,000	\$453
701 Kettner Blvd 103	2/27/2018	1	1	780	\$406	\$450,000	\$577
1940 3rd Avenue 106	7/27/2017	1	1	981	\$395	\$450,000	\$459
527 10th Avenue 310	8/14/2017	1	2	1,078	\$437	\$450,000	\$417
1050 Island Ave 324	4/9/2018	1	1	894	\$428	\$450,000	\$503
801 ASH ST 401	10/31/2017	1	1	985	\$539	\$450,000	\$457
1150 J Street 218	3/2/2018	1	1	966	\$392	\$450,000	\$466
1501 Front Street 604	10/4/2017	1	1	781	\$297	\$451,500	\$578
701 Kettner Blvd 163	1/8/2018	1	1	765	\$423	\$452,500	\$592
300 W Beech St 7	1/17/2018	1	1	706	\$435	\$455,000	\$644

APPENDIX F - TABLE 1
DOWNTOWN SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Monthly HOA</u>	<u>Sales Price</u>	<u>Price/SF</u>
1240 India Street 1105	2/9/2018	1	1	680	\$411	\$455,000	\$669
1240 India Street 419	3/16/2018	1	1	768	\$420	\$455,000	\$592
300 W Beech St 704	2/12/2018	1	1	687	\$435	\$459,900	\$669
1240 India St 423	2/9/2018	1	1	772	\$421	\$460,000	\$596
1080 Park Blvd 1910	6/5/2017	1	1	832	\$503	\$460,000	\$553
1150 J St 804	3/2/2018	1	1	994	\$392	\$460,000	\$463
1150 J Street 822	11/7/2017	1	1	994	\$392	\$460,000	\$463
701 Kettner Blvd 65	8/18/2017	1	1	761	\$398	\$460,000	\$604
325 7th Avenue 503	9/13/2017	1	1	730	\$898	\$460,000	\$630
1240 India 2105	6/14/2017	1	1	680	\$387	\$460,000	\$676
530 K St 607	10/31/2017	1	1	661	\$538	\$462,500	\$700
1205 Pacific Highway 704	12/4/2017	1	1	821	\$828	\$465,000	\$566
1551 4th Ave 311	8/25/2017	1	1	1,141	\$589	\$465,000	\$408
530 K St 1117	12/21/2017	1	1	661	\$538	\$465,000	\$703
527 10Th 410	9/8/2017	1	2	1,078	\$437	\$467,000	\$433
253 10Th Ave 1003	12/5/2017	1	1	739	\$506	\$469,000	\$635
321 10Th Ave 706	10/20/2017	1	1	736	\$543	\$469,000	\$637
1601 India st 503	7/16/2017	1	1	732	\$368	\$469,000	\$641
800 The Mark Ln 305	7/27/2017	1	1	993	\$721	\$470,000	\$473
350 11th 343	8/23/2017	1	1	776	\$553	\$470,000	\$606
875 G St. 805	5/9/2018	1	1	840	\$464	\$470,000	\$560
701 Kettner Blvd 48	12/8/2017	1	1	1,005	\$437	\$470,000	\$468
527 10th Ave. 602	1/2/2018	1	1	883	\$379	\$470,000	\$532
1441 9Th Ave 709	3/20/2018	1	1	870	\$614	\$470,000	\$540
350 11Th Ave 618	4/3/2018	1	1	1,175	\$613	\$471,500	\$401
1494 Union Street 606	5/30/2017	1	1	847	\$433	\$475,000	\$561
1050 Island Ave 621	8/18/2017	1	2	1,003	\$426	\$475,000	\$474
800 The Mark Ln 906	10/11/2017	1	1	739	\$696	\$475,000	\$643
1240 India St 1404	4/17/2018	1	1	724	\$416	\$475,000	\$656
350 11Th Ave 345	11/24/2017	1	1	801	\$553	\$477,000	\$596
300 W Beech St 1007	11/22/2017	1	1	706	\$432	\$477,500	\$676
985 Island Ave 7	8/22/2017	1	1	633	\$165	\$480,000	\$758
800 The Mark Lane 1006	5/24/2017	1	1	760	\$695	\$480,000	\$632
427 9th Avenue 1009	11/2/2017	1	1	826	\$389	\$481,000	\$582
800 The Mark Ln 210	6/12/2017	1	1	967	\$720	\$485,000	\$502
1494 Union Street 408	7/31/2017	1	1	873	\$437	\$485,000	\$556
1601 India St 408	3/2/2018	1	1	817	\$391	\$485,000	\$594
1551 4th Ave 801	2/8/2018	1	1	771	\$580	\$485,000	\$629
701 Kettner Blvd 45	2/7/2018	1	1	900	\$406	\$488,000	\$542
1240 India Street 2005	2/27/2018	1	1	680	\$421	\$489,900	\$720
701 Kettner Blvd 102	12/6/2017	1	1	1,017	\$437	\$493,000	\$485
235 Market St 410	3/16/2018	1	1	1,036	\$432	\$495,000	\$478
330 J Street 307	11/13/2017	1	1	892	\$400	\$495,000	\$555
500 W Harbor Dr 716	4/28/2018	1	1	726	\$782	\$500,000	\$689
1240 India St 1004	4/22/2018	1	1	724	\$416	\$500,000	\$691
777 6Th Ave 129	6/1/2017	1	1	1,198	\$321	\$502,500	\$419
877 Island Ave 417	12/28/2017	1	1	942	\$656	\$505,000	\$536
300 W Beech St 1507	11/21/2017	1	1	706	\$435	\$506,500	\$717
2034 Kettner 29	11/30/2017	1	1	736	\$256	\$507,500	\$690
427 9th Avenue 201	8/16/2017	1	1	843	\$399	\$510,000	\$605
800 The Mark Lane 602	5/4/2018	1	1	902	\$751	\$510,000	\$565
427 9th Avenue 1301	6/13/2017	1	1	843	\$431	\$512,000	\$607
721 9th 6	12/26/2017	1	1	920	\$195	\$512,000	\$557
300 W Beech St 806	3/20/2018	1	1	706	\$448	\$512,500	\$726
941 W Hawthorn St 5	1/24/2018	1	1	963	\$281	\$512,500	\$532

APPENDIX F - TABLE 1
DOWNTOWN SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Monthly HOA</u>	<u>Sales Price</u>	<u>Price/SF</u>
1750 Kettner Blvd 304	7/20/2017	1	1	902	\$508	\$515,000	\$571
875 G Street 409	10/29/2017	1	1	1,033	\$496	\$515,000	\$499
325 7Th Ave 206	3/28/2018	1	1	766	\$965	\$520,000	\$679
800 The Mark Ln 601	3/17/2018	1	1	919	\$751	\$521,000	\$567
800 The Mark 1602	7/12/2017	1	1	902	\$722	\$522,000	\$579
800 The Mark Ln 709	8/3/2017	1	1	875	\$714	\$525,000	\$600
1501 India St 605	7/28/2017	1	2	1,055	\$457	\$530,000	\$502
800 The Mark 1902	6/19/2017	1	1	902	\$722	\$530,000	\$588
500 W Harbor Drive 407	2/20/2018	1	1	879	\$783	\$530,000	\$603
650 Columbia St 417	11/2/2017	1	1	1,044	\$700	\$532,100	\$510
500 W Harbor Dr. 1706	10/21/2017	1	1	943	\$792	\$540,000	\$573
1750 Kettner Blvd 418	4/27/2018	1	1	902	\$514	\$549,000	\$609
1025 Island 307	1/15/2018	1	2	1,043	\$426	\$550,100	\$527
500 W Harbor Dr 1604	3/8/2018	1	1	975	\$817	\$560,000	\$574
550 Front St 707	5/15/2018	1	1	737	\$941	\$560,000	\$760
253 10th Avenue 623	1/5/2018	1	1	1,065	\$569	\$560,000	\$526
800 The Mark Lane 1408	3/26/2018	1	1	875	\$742	\$568,000	\$649
301 W G Street 431	11/13/2017	1	1	1,273	\$479	\$569,900	\$448
510 1st Ave 601	4/20/2018	1	2	1,036	\$991	\$569,900	\$550
701 Kettner BLVD 82	4/11/2018	1	1	1,017	\$437	\$570,000	\$560
253 10th Ave 823	10/18/2017	1	1	1,001	\$569	\$570,000	\$569
500 W Harbor Drive 907	11/30/2017	1	1	879	\$804	\$575,000	\$654
800 The Mark Ln 2602	8/31/2017	1	1	902	\$722	\$578,000	\$641
1199 Pacific Hwy 1203	8/24/2017	1	1	899	\$852	\$580,000	\$645
1199 Pacific Highway 2403	10/5/2017	1	1	821	\$852	\$580,000	\$706
301 W G St 405	3/29/2018	1	1	1,273	\$497	\$585,000	\$460
2400 5Th Ave 431	1/25/2018	1	1	948	\$420	\$585,000	\$617
1205 Pacific Highway 1204	12/29/2017	1	1	821	\$824	\$585,000	\$713
301 W G St 427	12/26/2017	1	1	1,273	\$477	\$590,000	\$463
253 10th Ave 904	2/14/2018	1	1	1,065	\$569	\$590,000	\$554
1494 Union 1003	8/16/2017	1	1	1,414	\$519	\$591,000	\$418
510 1st Ave. 1301	4/23/2018	1	2	1,036	\$995	\$592,000	\$571
510 1st Ave 801	9/12/2017	1	2	1,036	\$951	\$595,000	\$574
1501 India St 610	10/25/2017	1	2	1,261	\$516	\$595,000	\$472
100 Harbor Drive 605	2/26/2018	1	1	1,036	\$1,098	\$600,000	\$579
800 The Mark Ln 2402	3/28/2018	1	1	902	\$722	\$600,000	\$665
645 Front Street 1202	5/24/2017	1	1	1,103	\$811	\$600,000	\$544
555 Front St 1001	12/5/2017	1	2	974	\$951	\$602,000	\$618
321 10TH AVE 2303	6/27/2017	1	1	1,098	\$601	\$615,000	\$560
555 Front St 1101	7/11/2017	1	2	974	\$951	\$615,000	\$631
500 W Harbor Drive 115	11/2/2017	1	1	1,226	\$831	\$617,700	\$504
1080 Park Blvd. 701	7/18/2017	1	2	1,328	\$585	\$619,600	\$467
527 10th Aveue 305	8/28/2017	1	2	1,348	\$476	\$620,000	\$460
527 10Th Ave 204	11/27/2017	1	2	1,423	\$502	\$620,000	\$436
510 1st Ave. 1701	9/29/2017	1	2	1,036	\$951	\$633,000	\$611
1199 Pacific Hwy 3203	6/6/2017	1	1	821	\$852	\$635,000	\$773
253 10th Ave 1304	8/15/2017	1	1	1,065	\$569	\$635,000	\$596
1501 Front St 107	11/21/2017	1	1	1,157	\$295	\$637,000	\$551
200 Harbor Dr 1203	4/13/2018	1	1	1,036	\$1,135	\$637,000	\$615
1494 Union St 1003	5/2/2018	1	1	1,414	\$520	\$658,000	\$465
1199 Pacific Highway 3403	8/24/2017	1	1	899	\$852	\$659,000	\$733
700 Front 908	9/14/2017	1	1	1,320	\$1,143	\$660,000	\$500
645 FRONT ST 1201	12/31/2017	1	1	1,158	\$837	\$665,000	\$574
1199 Pacific Hwy 3003	9/11/2017	1	1	899	\$852	\$670,000	\$745
877 Island Ave 413	12/11/2017	1	1	1,273	\$681	\$672,000	\$528

APPENDIX F - TABLE 1
DOWNTOWN SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Monthly HOA</u>	<u>Sales Price</u>	<u>Price/SF</u>
1780 Kettner Blvd. 512	10/19/2017	1	1	1,081	\$518	\$690,000	\$638
100 Harbor 2206	5/30/2017	1	1	1,036	\$1,047	\$695,000	\$671
800 The Mark Ln. 904	12/27/2017	1	1	1,108	\$797	\$705,000	\$636
1780 Kettner Blvd 106	2/28/2018	1	1	1,208	\$515	\$715,000	\$592
700 Front Street 1306	7/11/2017	1	1	1,460	\$1,162	\$733,500	\$502
527 10th Avenue 709	10/3/2017	1	2	1,395	\$504	\$739,000	\$530
700 Front Street 1206	3/24/2018	1	1	1,460	\$1,208	\$740,000	\$507
700 Front St. 1706	6/6/2017	1	1	1,460	\$1,190	\$765,000	\$524
200 Harbor Drive 2103	1/16/2018	1	1	1,036	\$1,200	\$780,000	\$753
200 Harbor Drive 3103	10/11/2017	1	1	1,036	\$1,200	\$802,000	\$774
100 Harbor Drive 3206	7/18/2017	1	1	1,036	\$1,200	\$865,000	\$835
700 W E St 2903	11/15/2017	1	2	1,370	\$842	\$1,035,000	\$755
100 Harbor Drive 1805	4/30/2018	1	2	1,474	\$1,306	\$1,350,000	\$916
550 Front Street 2103	8/30/2017	1	1	1,402	\$944	\$1,565,000	\$1,116
			Minimum	431	\$152	\$282,300	\$342
			Maximum	1,474	\$1,306	\$1,565,000	\$1,116
			Average	821	\$515	\$457,345	\$561
			Median	772	\$437	\$431,500	\$546

Weighted Average Price Per SF	\$557
Unit Size	800
Sales Price	\$446,000

APPENDIX F - TABLE 2
LA JOLLA SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Sales Price</u>	<u>Price/SF</u>
5881 Desert View Drive	10/14/2017	4	3	2,114	\$1,040,000	\$492
5510 Coral Reef	2/21/2018	4	2	1,950	\$1,120,000	\$574
5415 Coral Reef	10/21/2017	4	2	2,673	\$1,145,000	\$428
8058 Gilman Ct	8/23/2017	4	3	3,397	\$1,199,000	\$353
5758 Soledad Mountain Rd	7/6/2017	4	2	2,209	\$1,300,000	\$589
3036 Cranbrook Ct	6/26/2017	4	3	2,560	\$1,310,000	\$512
8088 Gilman Ct	2/27/2018	4	4	3,397	\$1,310,000	\$386
785 Bellevue Pl	10/23/2017	4	4	2,214	\$1,340,000	\$605
2665 Ridgeway Row	9/6/2017	4	3	3,577	\$1,340,000	\$375
2815 Via Posada	4/11/2018	4	2	3,245	\$1,397,500	\$431
2555 Ridgeway Row	4/1/2018	4	3	3,577	\$1,400,000	\$391
6043 Meadowpointe Row	5/4/2018	4	3	2,452	\$1,410,000	\$575
2437 Selkirk Row	6/30/2017	4	3	2,939	\$1,450,000	\$493
736 Fern	9/5/2017	4	3	2,805	\$1,455,000	\$519
2469 Darlington Row	2/22/2018	4	3	2,939	\$1,460,000	\$497
7425 Caminito Rialto	2/28/2018	4	2	2,271	\$1,475,000	\$649
1686 Nautilus Street	7/13/2017	4	2	2,366	\$1,486,000	\$628
6989 Paseo Laredo	8/29/2017	4	2	3,279	\$1,500,000	\$457
8246 Caminito Maritimo	4/12/2018	4	2	3,214	\$1,500,000	\$467
5667 Linda Rosa Avenue	3/20/2018	4	3	2,000	\$1,535,000	\$768
7929 Avenida Kirjah	8/31/2017	4	4	4,757	\$1,550,000	\$326
2398 Almeria	6/27/2017	4	3	2,624	\$1,550,000	\$591
1545 Calle Camille	1/2/2018	4	2	2,420	\$1,590,240	\$657
6683 Caminito Hermitage	4/6/2018	4	3	3,717	\$1,600,000	\$430
6483 Avenida Manana	11/7/2017	4	2	1,878	\$1,600,000	\$852
6112 LA PINTURA DRIVE	5/7/2018	4	3	2,718	\$1,620,000	\$596
8554 Cliffridge Ave	12/13/2017	4	3	2,876	\$1,639,900	\$570
8911 Nottingham Place	4/24/2018	4	2	1,938	\$1,641,000	\$847
6019 La Jolla Blvd.	8/10/2017	4	3	3,047	\$1,650,000	\$542
427 Retaheim Way	5/16/2018	4	3	1,858	\$1,670,000	\$898.82
8891 Nottingham Place	7/7/2017	4	2	2,630	\$1,675,000	\$637
5436 Thunderbird Lane	4/21/2018	4	3	2,700	\$1,698,000	\$629
6525 Caminito Northland	12/28/2017	4	3	3,059	\$1,700,000	\$556
6161 Soledad Mountail Rd	3/30/2018	4	3	2,393	\$1,700,000	\$710
5445 Parkview Dr	8/8/2017	4	2	2,433	\$1,735,000	\$713
526-528 Palomar Ave	6/14/2017	4	2	1,515	\$1,750,000	\$1,155
5780 Rutgers Road	6/4/2017	4	4	4,651	\$1,750,000	\$376
6615 Caminito Lindrick	9/8/2017	4	3	3,717	\$1,780,000	\$479
6349 Castejon Drive	3/2/2018	4	2	3,114	\$1,800,000	\$578
6474 La Jolla Blvd	3/29/2018	4	2	2,140	\$1,825,000	\$853
7857 Esterel Dr	7/30/2017	4	2	2,283	\$1,825,000	\$799
904 Sandpiper Pl	9/15/2017	4	2	1,826	\$1,838,750	\$1,007
1418 Torrey Pines Road	1/2/2018	4	3	2,628	\$1,878,500	\$715
6571 Avenida Wilfredo	10/25/2017	4	2	2,469	\$1,900,000	\$770
9543 Poole St	6/23/2017	4	4	2,771	\$1,900,000	\$686
5545 Candlelight Drive	5/11/2018	4	3	2,432	\$1,910,000	\$785
5438 Avenida Fiesta	12/13/2017	4	3	2,639	\$1,924,900	\$729
5791 La Jolla Corona Dr	11/27/2017	4	4	3,475	\$1,925,000	\$554
2742 Bordeaux Avenue	6/26/2017	4	2	2,369	\$1,936,586	\$817
5788 La Jolla Corona Drive	6/21/2017	4	3	3,245	\$1,950,000	\$601
5512 Candlelight Drive	6/6/2017	4	3	2,197	\$1,986,000	\$904
2097 Caminito Capa	7/6/2017	4	4	3,417	\$2,010,000	\$588
2580 Caminito Muirfield	8/3/2017	4	4	3,122	\$2,081,250	\$667
6209 Beaumont Avenue	3/8/2018	4	3	3,600	\$2,100,000	\$583
1437 Virginia Way	11/8/2017	4	3	1,804	\$2,133,423	\$1,183

APPENDIX F - TABLE 2
LA JOLLA SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Sales Price</u>	<u>Price/SF</u>
5701 Skylark Place	4/19/2018	4		3 2,973	\$2,150,000	\$723
1161 Via Angelina	1/15/2018	4		4 2,672	\$2,175,000	\$814
1635 Calle Candela	6/28/2017	4		3 3,032	\$2,176,000	\$718
5912 Avenida Chamnez	6/13/2017	4		3 2,858	\$2,200,000	\$770
5741 Rutgers	9/19/2017	4		3 3,257	\$2,231,000	\$685
7342 Caminito Cruzada	8/4/2017	4		3 2,994	\$2,275,000	\$760
720 Camino De La Costa	9/1/2017	4		3 2,557	\$2,280,000	\$892
720 Camino De La Costa	9/3/2017	4		3 2,557	\$2,280,000	\$892
5554 Taft	2/23/2018	4		3 2,619	\$2,300,000	\$878
5970 La Jolla Mesa	8/29/2017	4		3 3,116	\$2,300,000	\$738
1230 Nautilus Street	7/24/2017	4		3 3,306	\$2,325,000	\$703
5685 Linda Rosa Avenue	4/24/2018	4		4 3,009	\$2,330,000	\$774
7435 Eads Ave	1/23/2018	4		3 2,548	\$2,350,000	\$922
2363 King Arthur Court	10/5/2017	4		3 3,212	\$2,390,000	\$744
322 Nautilus Street	3/29/2018	4		4 2,322	\$2,450,000	\$1,055
322 Nautilus Street	3/29/2018	4		4 2,322	\$2,450,000	\$1,055
322 Nautilus Street	3/16/2018	4		4 2,322	\$2,450,000	\$1,055
5780 Soledad Road	4/8/2018	4		3 3,955	\$2,500,000	\$632
5621 Beaumont Ave	5/4/2018	4		4 2,565	\$2,500,000	\$975
1237 Muirlands Vista Way	2/27/2018	4		3 2,699	\$2,500,500	\$926
1402 Rodeo Dr	9/8/2017	4		3 2,531	\$2,550,000	\$1,008
383 Westbourne St	6/21/2017	4		3 2,348	\$2,570,000	\$1,095
2488 Hidden Valley Road	4/4/2018	4		4 3,566	\$2,600,000	\$729
5627 Rutgers Road	11/15/2017	4		6 6,252	\$2,603,721	\$416
1730 Valdes Drive	10/19/2017	4		4 3,174	\$2,650,000	\$835
7964 Lowry Terrace	3/28/2018	4		3 1,937	\$2,650,000	\$1,368
1555 Soledad Avenue	3/27/2018	4		4 4,456	\$2,700,700	\$606
7538 Caminito Avola	11/21/2017	4		4 3,168	\$2,725,000	\$860
728 Colima St	2/23/2018	4		3 2,951	\$2,745,000	\$930
5749 Dolphin	6/29/2017	4		4 3,008	\$2,850,000	\$947
5633 Taft Ave	6/14/2017	4		3 3,605	\$2,993,000	\$830
2345 Via Siena	10/20/2017	4		4 3,057	\$3,006,093	\$983
7228 Monte Vista Avenue	1/5/2018	4		3 2,167	\$3,042,000	\$1,404
1836 El Camino Del Teatro	10/23/2017	4		3 3,473	\$3,151,248	\$907
5420 Chelsea	4/25/2018	4		4 2,779	\$3,195,000	\$1,150
7335 Encelia Dr.	4/11/2018	4		4 3,495	\$3,200,000	\$916
1414 Muirlands Drive	6/2/2017	4		4 3,548	\$3,200,000	\$902
5495 Rutgers Rd.	3/14/2018	4		4 3,206	\$3,210,000	\$1,001
8305 CALLE DEL CIELO	1/26/2018	4		4 3,731	\$3,225,000	\$864
7106 Olivetas Avenue	11/30/2017	4		4 2,643	\$3,295,000	\$1,247
8381 El Paseo Grande	7/27/2017	4		2 1,915	\$3,375,000	\$1,762
5882 Sagebrush Road	7/20/2017	4		4 4,307	\$3,375,000	\$784
1522 Copa De Oro Dr	3/29/2018	4		4 3,146	\$3,380,000	\$1,074
8471 El Paseo Grande	4/27/2018	4		3 2,706	\$3,400,000	\$1,256
7682 Hillside Drive	5/22/2017	4		4 4,765	\$3,450,000	\$724
8352 Paseo Del Ocaso	12/11/2017	4		6 4,813	\$3,500,000	\$727
337 Bandera St	9/18/2017	4		4 4,112	\$3,500,000	\$851
1222 Muirlands Vista Way	8/24/2017	4		5 5,354	\$3,545,400	\$662
330 Playa Del Sur	6/13/2017	4		4 4,879	\$3,600,000	\$738
7240 Encelia Drive	6/20/2017	4		6 5,788	\$3,999,999	\$691
7025 Vista Del Mar Ave	11/20/2017	4		3 3,210	\$4,000,000	\$1,246
2810 Hidden Valley Road	4/25/2018	4		5 3,900	\$4,175,000	\$1,071
2469 Avenida De La Playa	7/10/2017	4		5 4,459	\$4,350,000	\$976
7241 Carrizo Drive	6/3/2017	4		4 5,747	\$4,445,000	\$773
6303 Camino De La Costa	7/12/2017	4		4 5,221	\$5,200,000	\$996

APPENDIX F - TABLE 2
LA JOLLA SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Sales Price</u>	<u>Price/SF</u>
7105 Fairway Road	8/11/2017	4	5	7,100	\$5,334,000	\$751
8204 Prestwick Drive	8/14/2017	4	4	2,818	\$5,350,000	\$1,899
9565 La Jolla Farms Road	11/3/2017	4	3	3,388	\$5,350,000	\$1,579
6423 Camino De La Costa	1/18/2018	4	4	4,697	\$5,498,000	\$1,171
6005 Avenida Cresta	12/4/2017	4	4	5,480	\$5,500,000	\$1,004
2485 Calle Del Oro	3/2/2018	4	4	3,425	\$5,750,000	\$1,679
6005 Avenida Cresta	4/9/2018	4	4	5,480	\$5,800,000	\$1,058
6919 Country Club Dr	9/13/2017	4	5	6,042	\$5,975,000	\$989
2749 COSTEBELLE DR	8/2/2017	4	5	7,143	\$6,300,000	\$882
			Minimum	1,515	\$1,040,000	\$326
			Maximum	7,143	\$6,300,000	\$1,899
			Average	3,223	\$2,545,569	\$804
			Median	3,008	\$2,231,000	\$768

Weighted Average Price Per SF	\$790
Unit Size	3,100
Sales Price	\$2,448,000

APPENDIX F - TABLE 3
MISSION BEACH SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Monthly HOA</u>	<u>Sales Price</u>	<u>Price/SF</u>
2990 1/2 Bayside Walk	1/26/2018	2	2	1,010	\$218	\$1,015,000	\$1,005
3500 BAYSIDE Walk Unit 3C	11/17/2017	2	2	1,010	\$350	\$1,050,000	\$1,040
724 Ensenada Ct	7/17/2017	2	2	1,167	\$350	\$918,375	\$787
3655 Ocean Front Walk	5/25/2017	2	2	1,242	\$560	\$1,495,000	\$1,204
734 Ensenada Ct	12/27/2017	2	2.5	1,266	\$300	\$875,000	\$691
738 Jersey Ct Unit A	9/8/2017	2	2	804	\$200	\$840,000	\$1,045
839 Jamaica	1/17/2018	2	2	1,111	\$62	\$1,065,000	\$959
2963 Bayside Ln	4/5/2018	2	1.5	756	\$276	\$650,000	\$860
711 Island Ct Unit F6	5/11/2018	2	2	1,008	\$200	\$750,000	\$744
3969 Ocean Front Walk #5	5/8/2018	2	2	1,002	\$400	\$1,330,950	\$1,328
3333 Ocean Front Walk #2	5/16/2018	2	2	910		\$1,300,000	\$1,429
3333 Ocean Front Walk #1	5/16/2018	2	2	910		\$1,319,000	\$1,449
3500 Bayside Walk Unit 1A	5/18/2018	2	2	1,010	\$350	\$1,100,000	\$1,089
750 Devon Ct	7/3/2017	2	3	1,560		\$1,100,000	\$705
837 Island Ct #1	11/9/2017	2	2	841	\$280	\$803,000	\$955
2990 Mission Blvd #202	10/6/2017	2	2	814	\$605	\$610,000	\$749
829 San Fernando Pl #2	10/17/2017	2	2	792	\$168	\$620,000	\$783
3397 Ocean Front Walk	2/15/2017	2	2	968	\$420	\$1,350,000	\$1,395
2965 Mission Blvd Unit 3D	2/26/2018	2	2	989	\$325	\$654,000	\$661
739 Dover Ct	9/29/2017	2	2.5	1,560		\$1,100,000	\$705
3786 Strandway #2	6/23/2017	2	3	1,275	\$150	\$1,340,000	\$1,051
3275 Ocean Front Walk #2	6/5/2017	2	2	813	\$438	\$1,600,000	\$1,968
			Minimum	756	\$62	\$610,000	\$661
			Maximum	1,560	\$605	\$1,600,000	\$1,968
			Average	1,037	\$314	\$1,040,242	\$1,027
			Median	1,005	\$313	\$1,057,500	\$982

APPENDIX F - TABLE 4
MISSION VALLEY SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Monthly HOA</u>	<u>Sales Price</u>	<u>Price/SF</u>
6376 Rancho Mission 416	6/5/2017	2	1	690	\$230	\$267,500	\$388
5934 Rancho Mission Rd 122	6/15/2017	2	1	824	\$275	\$279,500	\$339
7942 Mission Center Ct. C	8/17/2017	2	1	1,020	\$329	\$280,000	\$275
6362 Rancho Mission Rd 708	7/21/2017	2	1	690	\$230	\$280,500	\$407
6024 Rancho Mission Rd. 332	6/7/2017	2	1	824	\$275	\$285,000	\$346
6394 Rancho Mission Rd 115	10/10/2017	2	1	690	\$240	\$289,000	\$419
5974 Rancho Mission RD 262	6/15/2017	2	1	824	\$275	\$290,500	\$353
1305 Caminito Gabaldon A	8/31/2017	2	2	894	\$335	\$300,000	\$336
6030 Rancho Mission Rd 366	10/20/2017	2	1	824	\$285	\$300,000	\$364
10767 San Diego Mission Rd 102	7/21/2017	2	1	766	\$338	\$300,000	\$392
5922 Rancho Mission Road 65	10/24/2017	2	1	824	\$275	\$300,000	\$364
6151 Rancho Mission Rd 317	6/13/2017	2	2	866	\$360	\$306,000	\$353
7940 Mission Center Ct A	10/23/2017	2	2	896	\$315	\$308,000	\$344
5926 Rancho Mission Rd 84	2/19/2018	2	1	824	\$275	\$310,000	\$376
5950 Rancho Mission Road 173	1/2/2018	2	1	824	\$270	\$313,000	\$380
6362 Rancho Mission Road 702	5/4/2018	2	1	690	\$240	\$315,000	\$457
5974 Rancho Mission Rd 258	3/22/2018	2	1	824	\$275	\$315,000	\$382
1615 HOTEL CIRCLE S D213	6/15/2017	2	2	950	\$448	\$315,000	\$332
6024 Rancho Mission Road 330	7/3/2017	2	1	824	\$268	\$315,000	\$382
6171 Rancho Mission Road 307	7/10/2017	2	1	866	\$360	\$315,100	\$364
6052 Rancho Mission Rd 406	5/26/2017	2	1	824	\$275	\$316,000	\$383
6009 Rancho Mission Road 118	8/10/2017	2	2	834	\$357	\$318,000	\$381
2228 River Run Dr 180	8/9/2017	2	1	928	\$325	\$318,500	\$343
5930 Rancho Mission Road 99	11/15/2017	2	1	824	\$275	\$319,000	\$387
6030 Rancho Mission Road 365	9/29/2017	2	1	824	\$275	\$320,000	\$388
6304 Friars 227	5/19/2017	2	2	972	\$337	\$320,000	\$329
2216 RIVER RUN DRIVE 96	5/17/2017	2	1	928	\$325	\$320,000	\$345
7930 Mission Center Ct. L	7/10/2017	2	1	1,008	\$313	\$320,000	\$317
6049 Rancho Mission Rd 102	6/28/2017	2	2	931	\$368	\$321,000	\$345
7962 Mission Center Ct G	9/18/2017	2	1	1,020	\$321	\$323,000	\$317
6171 Rancho Mission Rd 318	10/2/2017	2	2	886	\$360	\$323,000	\$365
7988 MISSION CENTER CT C	7/24/2017	2	2	894	\$342	\$325,000	\$364
6314 Friars Rd 207	6/10/2017	2	2	972	\$337	\$325,000	\$334
2224 River Run 148	5/11/2018	2	1	928	\$355	\$325,000	\$350
6376 Rancho Mission Rd 416	3/30/2018	2	1	690	\$230	\$325,000	\$471
6780 Friars Road 373	6/21/2017	2	2	957	\$275	\$326,625	\$341
10225 Caminito Cuervo 165	12/14/2017	2	2	1,167	\$295	\$329,000	\$282
2226 River Run 161	6/25/2017	2	2	977	\$325	\$330,000	\$338
6780 Friars Rd 263	4/2/2018	2	2	957	\$275	\$330,000	\$345
2222 River Run 134	5/15/2018	2	1	928	\$355	\$330,000	\$356
1615 Hotel Cir S D313	8/18/2017	2	2	950	\$448	\$331,000	\$348
10737 San Diego Mission Road 218	1/5/2018	2	2	900	\$367	\$334,000	\$371
8005 Caminito de Pizza B	10/20/2017	2	2	894	\$308	\$335,000	\$375
6314 Friars Rd. 107	8/7/2017	2	2	972	\$336	\$335,000	\$345
2206 River Run Drive 40	7/10/2017	2	1	928	\$325	\$335,000	\$361
1317 Caminito Gabaldon D	6/29/2017	2	2	894	\$335	\$335,000	\$375
1321 Caminito Gabaldon D	7/12/2017	2	2	894	\$335	\$335,000	\$375
8075 Caminito De Pizza D	9/1/2017	2	2	894	\$338	\$337,000	\$377
7962 Mission Center Court I	10/18/2017	2	1	1,026	\$320	\$337,500	\$329
6151 Rancho Mission Rd 102	2/9/2018	2	2	878	\$360	\$340,000	\$387
7962 Mission Center Ct. E	3/11/2018	2	1	1,008	\$321	\$340,000	\$337
10225 Caminito Cuervo 157	1/20/2018	2	2	1,037	\$335	\$342,000	\$330
6780 Friars Rd 255	4/17/2018	2	2	987	\$275	\$343,000	\$348
1615 Hotel Cir S Unit D102	8/11/2017	2	2	950	\$448	\$345,000	\$363
6406 Friars Rd 135	8/4/2017	2	2	972	\$336	\$346,000	\$356

APPENDIX F - TABLE 4
MISSION VALLEY SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Monthly HOA</u>	<u>Sales Price</u>	<u>Price/SF</u>
2218 River Run Drive 110	2/27/2018	2	1	928	\$325	\$350,000	\$377
7942 Mission Center Ct C	11/1/2017	2	1	1,020	\$329	\$350,000	\$343
2224 River Run Dr 153	11/30/2017	2	1	928	\$325	\$350,000	\$377
1317 Caminito Gabaldon B	10/23/2017	2	2	894	\$335	\$350,000	\$391
1611 Hotel Cir S A101	10/24/2017	2	2	974	\$419	\$355,000	\$364
10325 Caminito Cuervo 206	6/26/2017	2	2	1,153	\$295	\$355,000	\$308
7954 Mission Center Ct A	2/15/2018	2	2	894	\$315	\$355,000	\$397
1605 S Hotel Circle South B-216	2/26/2018	2	2	950	\$420	\$356,250	\$375
10225 Caminito Cuervo 134	4/12/2018	2	2	1,167	\$340	\$357,000	\$306
2234 River Run Dr 221	12/15/2017	2	2	977	\$325	\$357,000	\$365
1611 Hotel Circle S A312	1/31/2018	2	2	950	\$448	\$358,000	\$377
1615 Hotel Circle South D113	6/1/2017	2	2	950	\$448	\$359,000	\$378
2210 River Run 58	6/2/2017	2	2	942	\$325	\$360,000	\$382
6111 Rancho Mission 307	1/29/2018	2	2	968	\$360	\$360,000	\$372
1625 Hotel Circle S C311	7/17/2017	2	2	950	\$448	\$360,000	\$379
6747 Friars Rd 97	4/19/2018	2	2	1,008	\$387	\$365,000	\$362
6389 Rancho Mission 4	4/19/2018	2	2	1,406	\$440	\$365,000	\$260
10250 Caminito Cuervo 13	4/13/2018	2	2	1,103	\$335	\$365,000	\$331
8039 Caminito De Pizza I	3/1/2018	2	1	973	\$338	\$365,000	\$375
2214 River Run Dr. 72	10/31/2017	2	2	942	\$325	\$365,000	\$387
10325 Caminito Cuervo 202	9/22/2017	2	2	1,037	\$295	\$365,000	\$352
5977 Caminito Yucatan	8/18/2017	2	1	885	\$270	\$367,000	\$415
2216 River Run Dr 86	12/20/2017	2	2	942	\$325	\$372,000	\$395
6304 Friars Rd. #328	5/2/2018	2	2	972	\$337	\$372,000	\$383
640 Camino De La Reina 1105	9/6/2017	2	2	1,017	\$468	\$375,000	\$369
2202 River Run 2	7/3/2017	2	2	942	\$325	\$375,000	\$398
2210 River Run Dr. 63	7/14/2017	2	2	977	\$325	\$375,000	\$384
6314 Friars 101	9/23/2017	2	2	1,113	\$365	\$375,100	\$337
2220 River Run Dr 126	3/13/2018	2	2	977	\$325	\$378,000	\$387
2220 River Run Dr 119	6/21/2017	2	2	977	\$325	\$378,000	\$387
2236 River Run Drive 238	7/19/2017	2	2	977	\$325	\$382,000	\$391
2226 Gill Village Way 309	6/1/2017	2	2	1,082	\$176	\$385,000	\$356
6767 Friars Rd 138	7/14/2017	2	2	1,059	\$350	\$385,000	\$364
2230 River Run 196	3/19/2018	2	2	977	\$325	\$385,000	\$394
2220 Camino de la Reina 104	12/13/2017	2	2	977	\$425	\$386,000	\$395
6747 Friars Road 101	11/29/2017	2	2	1,088	\$350	\$387,000	\$356
10325 Caminito Cuervo 169	3/29/2018	2	2	1,037	\$295	\$388,500	\$375
6757 Friars Rd 38	4/3/2018	2	2	1,088	\$387	\$390,000	\$358
2020 Camino de la Reina 106	12/20/2017	2	2	1,025	\$430	\$390,000	\$380
2250 Camino De La Reina 113	8/30/2017	2	2	1,025	\$430	\$390,000	\$380
6379 RANCHO MISSION RD. 4	7/14/2017	2	2	1,256	\$440	\$390,000	\$311
2250 Camino De La Reina 303	6/8/2017	2	2	977	\$425	\$390,000	\$399
2150 Camino De La Reina 313	12/1/2017	2	2	1,006	\$428	\$392,500	\$390
2250 Camino De La Reina 302	9/30/2017	2	2	1,006	\$430	\$397,000	\$395
6737 Friars Rd 167	8/29/2017	2	2	1,008	\$350	\$398,000	\$395
2050 Camino De La Reina 118	7/27/2017	2	2	1,025	\$419	\$398,000	\$388
6365 Rancho Mission Rd 1	8/28/2017	2	2	1,256	\$440	\$399,000	\$318
1950 Camino de la Reina 1209	4/13/2018	2	2	1,025	\$461	\$400,000	\$390
640 Camino De La Reina 1202	9/20/2017	2	2	1,017	\$468	\$401,000	\$394
6363 Rancho Mission 5	7/5/2017	2	1	1,288	\$440	\$402,999	\$313
1950 Camino de la Reina 110	1/3/2018	2	2	1,025	\$431	\$404,500	\$395
2150 Camino De La Reina 4114	12/6/2017	2	2	1,025	\$431	\$405,000	\$395
550 Camino De La Reina 209	12/4/2017	2	2	1,274	\$417	\$405,000	\$318
510 camino de la reina 231	1/5/2018	2	2	1,274	\$417	\$405,000	\$318
2250 Camino de la Reina 301	11/21/2017	2	2	977	\$412	\$415,000	\$425

APPENDIX F - TABLE 4
MISSION VALLEY SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Monthly HOA</u>	<u>Sales Price</u>	<u>Price/SF</u>
510 Camino De La Reina 132	12/5/2017	2	2	1,229	\$417	\$415,000	\$338
2050 Camino De La Reina 303	6/7/2017	2	2	1,006	\$428	\$415,000	\$413
2050 Camino De La Reina 204	5/5/2018	2	2	1,025	\$438	\$415,000	\$405
640 Camino De La Reina 1307	3/25/2018	2	2	1,017	\$410	\$415,000	\$408
510 Camino De La Reina 102	3/6/2018	2	2	1,274	\$405	\$420,000	\$330
10350 Caminito Cuervo 75	1/23/2018	2	2	1,153	\$295	\$420,000	\$364
6385 Rancho Mission Rd 2	1/19/2018	2	2	1,256	\$440	\$420,000	\$334
2020 Camino De La Reina 219	1/24/2018	2	2	1,025	\$430	\$420,000	\$410
6365 Rancho Mission Road 5	11/8/2017	2	2	1,276	\$440	\$420,000	\$329
6373 Rancho Mission Rd 4	10/7/2017	2	2	1,256	\$440	\$420,000	\$334
6385 Rancho Mission 4	8/22/2017	2	2	1,256	\$440	\$420,527	\$335
2250 Camino de la Reina 109	3/19/2018	2	2	1,025	\$438	\$421,500	\$411
1950 Camino De La Reina 118	5/4/2018	2	2	1,025	\$461	\$422,000	\$412
2050 Camino de la Reina 3302	8/22/2017	2	2	1,006	\$428	\$424,000	\$421
510 Camino De La Reina 234	4/5/2018	2	2	1,274	\$421	\$426,000	\$334
580 Camino De La Reina 128	9/19/2017	2	2	1,229	\$417	\$429,000	\$349
680 Camino De La Reina 2403	11/4/2017	2	2	1,179	\$430	\$429,000	\$364
6359 Rancho Mission Rd 1	7/7/2017	2	2	1,349	\$440	\$430,000	\$319
6757 Friars Rd 9	10/9/2017	2	2	1,047	\$350	\$432,000	\$413
2182 Gill Village Way 604	4/12/2018	2	2	1,249	\$186	\$435,000	\$348
6385 Rancho Mission Road 1	5/1/2018	2	2	1,256	\$440	\$445,000	\$354
510 Camino De La Reina 205	3/13/2018	2	2	1,229	\$417	\$455,000	\$370
640 Camino De La Reina 1109	6/18/2017	2	2	1,479	\$468	\$459,000	\$310
680 Camino De La Reina 2109	8/4/2017	2	2	1,479	\$468	\$460,000	\$311
680 Camino De La Reina 2110	1/31/2018	2	2	1,479	\$467	\$460,000	\$311
8355 Station Village Ln 4304	9/12/2017	2	2	1,158	\$411	\$465,000	\$402
510 Camino De La Reina 336	3/13/2018	2	2	1,229	\$417	\$470,000	\$382
8355 Station Village Ln. 4203	6/11/2017	2	2	1,176	\$390	\$472,500	\$402
8233 Station Village Lane 2103	5/24/2017	2	2	1,187	\$390	\$475,000	\$400
5223 Caminito Jubilo	10/30/2017	2	2	1,618	\$410	\$479,000	\$296
8233 Station Village lane 2107	7/20/2017	2	2	1,187	\$390	\$479,900	\$404
8233 Station Village Ln 2203	9/1/2017	2	2	1,187	\$411	\$489,000	\$412
8355 Station Village Ln 4416	9/22/2017	2	2	1,187	\$411	\$495,000	\$417
8275 Station Village Lane 3412	2/6/2018	2	2	1,187	\$411	\$497,000	\$419
8355 Station Village 4106	3/8/2018	2	2	1,158	\$411	\$515,000	\$445
8211 Station Village Ln 1106	11/22/2017	2	2	1,274	\$411	\$515,000	\$404
9221 Piatto Way	6/18/2017	2	2	1,080	\$177	\$537,500	\$498
2657 Bellezza	7/19/2017	2	2	1,080	\$305	\$539,000	\$499
2648 Escala Circle	6/5/2017	2	2	1,453	\$386	\$544,000	\$374
2636 Escala Cir	9/25/2017	2	2	1,453	\$259	\$563,000	\$387
2974 Escala Cir	5/3/2018	2	2	1,279	\$194	\$575,000	\$450
9226 Piantino Way	4/20/2018	2	2	1,611	\$165	\$590,000	\$366
2808 Piantino Cir	8/9/2017	2	2	1,611	\$292	\$595,000	\$369
9239 Piantino Way	6/7/2017	2	2	1,735	\$293	\$595,000	\$343
2729 Piantino	8/30/2017	2	2	1,611	\$165	\$600,000	\$372
2748 Piantino Cir	12/21/2017	2	2	1,611	\$165	\$620,000	\$385
9206 Piantino Way	4/3/2018	2	2	1,611	\$132	\$624,900	\$388
7857 Inception Way	10/20/2017	2	2	1,390	\$282	\$663,000	\$477
8555 Aspect Dr	6/20/2017	2	2	1,457	\$415	\$669,982	\$460
7887 Stylus	1/2/2018	2	2	1,452	\$282	\$678,000	\$467
7819 Stylus Drive	12/19/2017	2	2	1,452	\$282	\$685,000	\$472
8585 Aspect Dr	12/15/2017	2	2	1,457	\$415	\$710,065	\$487
8527 Aspect Dr	10/16/2017	2	2	1,656	\$415	\$750,935	\$453
8581 Aspect Dr	11/6/2017	2	2	1,454	\$415	\$751,000	\$517
8375 Distinctive Drive	3/12/2018	2	2	1,489	\$427	\$775,000	\$520

APPENDIX F - TABLE 4
MISSION VALLEY SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Monthly HOA</u>	<u>Sales Price</u>	<u>Price/SF</u>
8557 Aspect Dr	7/5/2017	2	2	1,656	\$415	\$782,566	\$473
8587 Aspect Dr	12/27/2017	2	2	1,656	\$446	\$816,601	\$493
8517 Aspect Dr	6/20/2017	2	2	1,653	\$415	\$832,394	\$504
8535 Aspect Dr	6/20/2017	2	2	1,878	\$415	\$899,213	\$479
			Minimum	690	\$132	\$267,500	\$260
			Maximum	1,878	\$468	\$899,213	\$520
			Average	1,090	\$355	\$412,764	\$377
			Median	1,017	\$350	\$378,000	\$375

Weighted Average Price Per SF	\$379
Unit Size	1,050
Sales Price	\$398,000

APPENDIX F - TABLE 5
NORTH PARK SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Sales Price</u>	<u>Price/SF</u>
3668 Dwight	3/30/2017	2	1	616	\$370,000	\$601
3669 Orange Ave	4/3/2017	2	1	672	\$382,000	\$568
3969 33rd Street	6/16/2017	2	1	816	\$410,000	\$502
3557 Cherokee Ave	6/23/2017	2	2	1,088	\$419,500	\$386
3912 Florida St	4/10/2017	2	1	700	\$430,000	\$614
3794 35th Street	11/13/2017	2	1	1,033	\$430,000	\$416
3804 Wilson Ave	5/26/2017	2	1	950	\$435,000	\$458
3661 Myrtle Ave	5/25/2017	2	1	690	\$455,000	\$659
3381 Polk	8/18/2017	2	1	820	\$460,000	\$561
4218 Hamilton St	9/5/2017	2	1	640	\$464,000	\$725
3668 Polk Ave	3/6/2018	2	1	730	\$465,000	\$637
4109 Utah	2/1/2018	2	1	712	\$465,000	\$653
3282 Orange Ave	7/25/2017	2	1	880	\$500,000	\$568
4062 Cherokee Avenue	8/17/2017	2	2	816	\$500,000	\$613
3670 LANDIS ST	7/24/2017	2	1	928	\$505,000	\$544
3605 Ray	5/17/2017	2	1	576	\$514,000	\$892
3688 35th	1/12/2018	2	1	728	\$525,000	\$721
3995 Texas Street	1/5/2018	2	1	1,076	\$525,000	\$488
3121 Boundary St	6/27/2017	2	1	1,140	\$539,000	\$473
2576 Myrtle Ave	4/26/2017	2	1	936	\$550,000	\$588
3610 Grim	6/21/2017	2	1	684	\$550,000	\$804
4190 Wilson Ave.	7/19/2017	2	2	1,020	\$550,000	\$539
2331 Lincoln	8/4/2017	2	1	720	\$553,900	\$769
2305 32nd	5/4/2017	2	1	670	\$555,000	\$828
2331 Landis St	9/14/2017	2	1	864	\$558,000	\$646
3164 Thorn Street	6/15/2017	2	1	964	\$560,000	\$581
3404 Grim Avenue	8/30/2017	2	1	720	\$560,000	\$778
4352 Bancroft	7/14/2017	2	1	836	\$565,000	\$676
3185 Polk	6/1/2017	2	1	660	\$570,000	\$864
2414 Montclair Street	3/13/2018	2	1	810	\$575,000	\$710
3121 McKinley St	12/19/2017	2	1	844	\$586,000	\$694
2541 Haller St	8/18/2017	2	2	836	\$595,000	\$712
4196 Texas St	9/21/2017	2	1	877	\$595,000	\$678
3618 36th	8/22/2017	2	1	1,046	\$595,000	\$569
4204 Ohio St.	9/21/2017	2	2	794	\$595,000	\$749
4378 Cherokee Avenue	2/7/2018	2	1	980	\$597,000	\$609
2328 Landis Street	2/22/2018	2	1	803	\$597,000	\$743
3990 Mississippi Street	7/19/2017	2	1	992	\$598,000	\$603
3075 Polk Ave	10/31/2017	2	2	758	\$599,000	\$790
2869 Howard Ave	10/6/2017	2	1	885	\$600,000	\$678
3557 Cherokee Ave	11/15/2017	2	2	1,088	\$600,000	\$551
3969 33Rd St	3/7/2018	2	2	1,148	\$600,000	\$523
2028 30Th St	7/20/2017	2	1	675	\$610,000	\$904
2828 Polk Ave	11/19/2017	2	2	740	\$612,500	\$828
3382 Redwood Street	2/21/2018	2	2	1,140	\$616,292	\$541
3984 Idaho St	10/24/2017	2	1	1,240	\$620,000	\$500
2505 Montclair St	8/23/2017	2	1	972	\$620,000	\$638
3480 Juniper St	11/28/2017	2	1	1,083	\$625,000	\$577
3210 Dwight	4/28/2017	2	1	829	\$630,000	\$760
2609 33rd St	1/11/2018	2	2	1,483	\$631,000	\$425
2886 Redwood	8/23/2017	2	2	1,448	\$635,000	\$439
2214 31St St	3/7/2018	2	1	1,213	\$641,000	\$528
2567 Dwight Street	11/28/2017	2	1	800	\$654,000	\$818
2935 Nutmeg St	6/19/2017	2	1	785	\$654,000	\$833

APPENDIX F - TABLE 5
NORTH PARK SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Sales Price</u>	<u>Price/SF</u>
3420 Dwight Street	4/21/2017	2	1	757	\$655,000	\$865
3105 33rd	4/24/2017	2	1	996	\$657,000	\$660
3019 Olive Street	12/21/2017	2	1	969	\$663,500	\$685
3708 Arizona St	3/19/2018	2	2	1,222	\$665,500	\$545
3044 Bancroft St	8/15/2017	2	1	841	\$669,000	\$795
2610 Covington Road	1/23/2018	2	1	970	\$675,000	\$696
3589 Louisiana St	12/20/2017	2	1	864	\$680,000	\$787
3565 Arizona St	7/27/2017	2	1	952	\$685,000	\$720
2905 32nd Street	9/14/2017	2	1	1,028	\$700,000	\$681
3064 Thorn Street	1/2/2018	2	1	1,144	\$700,000	\$612
3044 Felton St	7/21/2017	2	1	1,203	\$700,000	\$582
4003 Mississippi St	3/2/2018	2	2	1,422	\$715,000	\$503
2644 San Marcos Avenue	7/11/2017	2	2	1,243	\$725,000	\$583
3101 Vancouver Avenue	12/18/2017	2	1	1,102	\$729,000	\$662
3536 29Th St	8/28/2017	2	1	1,417	\$735,000	\$519
2344 Commonwealth Ave	5/15/2017	2	2	1,224	\$735,000	\$600
3112 Dale	10/16/2017	2	1	966	\$735,000	\$761
2306 33rd St.	8/22/2017	2	1	855	\$740,000	\$865
3434 Arizona St	9/11/2017	2	1	864	\$745,000	\$862
3607 Louisiana St	12/21/2017	2	1	960	\$750,000	\$781
3441 Cooper St	9/1/2017	2	1	1,160	\$752,000	\$648
2431 29th St	4/6/2017	2	2	1,415	\$755,000	\$534
3602 Villa Terrace	7/31/2017	2	1	1,304	\$760,000	\$583
3057 Nile Street	6/19/2017	2	2	1,479	\$775,000	\$524
3212 31st	6/22/2017	2	2	1,100	\$775,000	\$705
2234 Bancroft Street	8/18/2017	2	1	1,116	\$776,500	\$696
3741 Louisiana St	6/29/2017	2	1	1,070	\$785,000	\$734
3611 33rd St	7/5/2017	2	2	1,176	\$790,000	\$672
4068 Texas St	9/21/2017	2	1	1,014	\$800,000	\$789
2628 Upas st	1/12/2018	2	1	1,375	\$800,000	\$582
2617 33rd St	11/30/2017	2	3	1,972	\$800,500	\$406
2535 Bancroft St	11/2/2017	2	1	1,101	\$807,000	\$733
3129 Redwood St	11/15/2017	2	1	786	\$810,000	\$1,031
4128 Arizona St	2/28/2018	2	3	1,140	\$824,499	\$723
3315 Thorn St	2/16/2018	2	2	1,517	\$840,000	\$554
3333 Nutmeg	4/3/2017	2	2	1,514	\$849,000	\$561
3545 32nd Street	6/28/2017	2	2	1,308	\$885,000	\$677
Minimum				576	\$370,000	\$386
Maximum				1,972	\$885,000	\$1,031
Average				995	\$629,557	\$653
Median				966	\$620,000	\$653

Weighted Average Pricer Per SF	\$633
Unit Size	980
Sales Price	\$620,000

APPENDIX F - TABLE 6
PACIFIC BEACH SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Sales Price</u>	<u>Price/SF</u>
2724 Hornblend St	7/19/2017	3	2	1,518	\$650,000	\$428
2370 Chalcedony	7/21/2017	3	2	1,530	\$692,000	\$452
2407 Beryl St	3/30/2017	3	2	1,717	\$707,000	\$412
2149 Grand Avenue	8/2/2017	3	2	1,531	\$725,000	\$474
2373 Loring St	4/18/2017	3	2	1,173	\$725,000	\$618
2371 Beryl Street	9/1/2017	3	2	1,717	\$741,500	\$432
2160 Emerald St	5/11/2017	3	2	1,444	\$745,000	\$516
1617 Thomas Avenue	7/7/2017	3	2	1,108	\$775,000	\$699
2314 Walmar Lane	4/12/2017	3	3	2,117	\$775,000	\$366
2389 Beryl St.	6/2/2017	3	2	1,825	\$785,000	\$430
4228 Olney St	7/13/2017	3	2	1,334	\$820,000	\$615
2415 Beryl	5/31/2017	3	2	1,717	\$825,000	\$480
3523 Ingraham St	10/18/2017	3	2	1,178	\$838,000	\$711
3658 Ingraham	6/22/2017	3	2	1,458	\$840,000	\$576
2012 Emerald St	8/11/2017	3	2	1,414	\$859,000	\$607
4885 Academy Street	10/30/2017	3	2	1,666	\$860,000	\$516
2407 Beryl St	6/21/2017	3	2	1,717	\$862,000	\$502
3404 Bayonne Dr.	10/19/2017	3	1	1,008	\$885,000	\$878
2615 Magnolia Ave.	1/18/2018	3	2	1,868	\$895,000	\$479
2525 Geranium St	7/27/2017	3	2	2,057	\$914,900	\$445
4833 Kendall Street	3/5/2018	3	1	800	\$915,000	\$1,144
2514 Chalcedony St	2/16/2018	3	2	1,800	\$915,000	\$508
1344 Beryl Street	9/7/2017	3	1	962	\$920,000	\$956
1925 Wilbur	6/20/2017	3	2	1,492	\$925,000	\$620
5294 vickie Dr	5/31/2017	3	2	1,638	\$939,000	\$573
4950 Pacifica Drive	3/30/2017	3	2	1,678	\$944,000	\$563
2473 GERANIUM ST	4/19/2017	3	2	1,717	\$949,000	\$553
4801 Academy St	3/23/2018	3	2	1,520	\$950,000	\$625
1603 Law	3/31/2017	3	3	2,374	\$955,500	\$402
3911 Kendall St	4/20/2017	3	2	1,750	\$960,000	\$549
5255 Soledad Rancho Ct.	4/21/2017	3	2	1,842	\$965,000	\$524
2437 Beryl St	11/14/2017	3	2	1,717	\$975,000	\$568
4909 Quincy Street	12/28/2017	3	2	2,580	\$977,000	\$379
2030 Wilbur Ave	3/19/2018	3	2	1,320	\$980,000	\$742
4049 Jewell St	5/18/2017	3	2	1,136	\$989,108	\$871
4026 SHASTA STREET	3/12/2018	3	1	1,347	\$1,000,000	\$742
1069 Law	9/13/2017	3	2	1,836	\$1,005,000	\$547
3748 Yosemite St.	6/9/2017	3	3	1,871	\$1,030,000	\$551
3750 Yosemite St.	6/14/2017	3	3	1,871	\$1,032,950	\$552
1854 Missouri Street	3/19/2018	3	2	1,847	\$1,035,750	\$561
2038 BERYL	3/14/2018	3	1	1,262	\$1,039,000	\$823
5206 Soledad Rd	2/15/2018	3	3	2,321	\$1,046,000	\$451
3628 Buena Vista	7/3/2017	3	1	1,002	\$1,050,000	\$1,048
2324 Chalcedony	9/11/2017	3	3	2,151	\$1,080,000	\$502
1730 Chalcedony Street	6/27/2017	3	2	2,340	\$1,080,000	\$462
737 Isthmus	3/30/2017	3	2	1,466	\$1,087,500	\$742
2262 Felspar St	9/26/2017	3	2	2,244	\$1,100,000	\$490
3950 Sequoia Street	8/25/2017	3	2	1,375	\$1,100,000	\$800
2258 Felspar St	11/14/2017	3	2	2,244	\$1,112,500	\$496
816 Pacific Beach Dr	4/7/2017	3	1	1,116	\$1,115,000	\$999
4875 San Joaquin Drive	8/30/2017	3	2	1,674	\$1,115,000	\$666
1229 Missouri St	5/31/2017	3	2	1,501	\$1,142,500	\$761
1273 Archer	4/14/2017	3	2	1,850	\$1,150,000	\$622
3656 Yosemite St	4/3/2017	3	2	1,467	\$1,150,000	\$784
4838 Academy St	9/15/2017	3	2	1,443	\$1,160,000	\$804

APPENDIX F - TABLE 6
PACIFIC BEACH SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

Address	Sales Date	Bedrooms	Baths	Size (SF)	Sales Price	Price/SF
2160 Emerald	2/9/2018	3	2	1,444	\$1,170,000	\$810
1474 Chalcedony Street	6/8/2017	3	2	1,888	\$1,175,000	\$622
1310 Cary Way	12/15/2017	3	2	1,473	\$1,200,000	\$815
4954 Foothill Boulevard	11/22/2017	3	2	2,275	\$1,200,000	\$527
3628 Buena Vista St	8/17/2017	3	1	1,002	\$1,200,000	\$1,198
2535 San Anselmo	6/28/2017	3	2	1,674	\$1,201,000	\$717
820 Tangiers Ct	9/8/2017	3	3	1,527	\$1,214,900	\$796
1344 Law	5/30/2017	3	2	1,196	\$1,215,000	\$1,016
1244 Law St	11/15/2017	3	2	1,624	\$1,215,000	\$748
1335 Diamond	6/14/2017	3	2	1,787	\$1,225,000	\$686
2655 Loring St.	10/11/2017	3	2	1,920	\$1,268,750	\$661
3622 Crown Point Dr	1/2/2018	3	1	1,297	\$1,295,000	\$998
820 Redondo Court	1/3/2018	3	2	1,386	\$1,300,000	\$938
1368 Oliver Ave	2/21/2018	3	3	2,331	\$1,300,000	\$558
4204 Bayard St	12/11/2017	3	3	1,457	\$1,300,000	\$892
2308 Geranium Street	3/9/2018	3	2	3,042	\$1,300,000	\$427
3536 Bayonne Dr	5/1/2017	3	2	1,543	\$1,300,000	\$843
1430 Chalcedony St	1/17/2018	3	2	1,507	\$1,326,000	\$880
1635 Beryl St	3/26/2018	3	2	2,003	\$1,330,000	\$664
2163 Blackmore Ct	12/28/2017	3	2	2,364	\$1,345,000	\$569
1730 La Playa	2/20/2018	3	2	1,700	\$1,349,000	\$794
1734 La Playa	12/22/2017	3	2	1,700	\$1,361,500	\$801
1241 Archer Street	9/29/2017	3	2	1,802	\$1,370,000	\$760
3604 Bayonne Dr	3/2/2018	3	2	1,644	\$1,375,000	\$836
808 Redondo Court	5/2/2017	3	3	1,556	\$1,390,000	\$893
3928 Haines	12/17/2017	3	2	2,050	\$1,399,000	\$682
3930 Haines	8/15/2017	3	2	2,050	\$1,410,000	\$688
837 Jamaica	1/5/2018	3	2	1,483	\$1,412,500	\$952
2605 Loring	6/6/2017	3	2	1,920	\$1,420,000	\$740
1116 Oliver Ave	9/25/2017	3	3	2,331	\$1,420,000	\$609
1118 Oliver Ave	9/11/2017	3	3	2,331	\$1,420,000	\$609
1122 Oliver Ave	9/11/2017	3	3	2,331	\$1,420,000	\$609
4939 Foothill	6/14/2017	3	2	1,787	\$1,425,000	\$797
702 Sapphire	5/30/2017	3	3	2,101	\$1,435,000	\$683
5220 Alta Vista St	9/28/2017	3	1	1,326	\$1,450,000	\$1,094
944 LAW ST	11/13/2017	3	3	2,331	\$1,460,000	\$626
4930 Randall St	5/11/2017	3	4	2,398	\$1,495,000	\$623
841 Jamaica	1/11/2018	3	2	1,483	\$1,500,000	\$1,011
737 Isthmus Court	12/26/2017	3	2	1,466	\$1,500,000	\$1,023
3515 Riviera Dr	3/20/2018	3	1	1,008	\$1,675,000	\$1,662
631 Pacific View Drive	8/24/2017	3	2	1,460	\$1,907,500	\$1,307
818 Capistrano Pl	9/14/2017	3	3	2,561	\$2,000,000	\$781
2636 Ocean Front Walk	8/25/2017	3	5	2,626	\$2,818,500	\$1,073
3291 Bayside Walk	4/6/2017	3	3	2,762	\$3,000,000	\$1,086
3959 Ocean Front Walk	2/1/2018	3	3	1,571	\$4,000,000	\$2,546
			Minimum	800	\$650,000	\$366
			Maximum	3,042	\$4,000,000	\$2,546
			Average	1,722	\$1,193,029	\$723
			Median	1,676	\$1,115,000	\$665

Weighted Average Price Per SF	\$693
Unit Size	1,700
Sales Price	\$1,178,000

APPENDIX F - TABLE 7
SOUTHEASTERN / ENCANTO SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Sales Price</u>	<u>Price/SF</u>
2302 Julian	12/7/2017	2	1	720	\$145,000	\$201
345 Carlos	12/7/2017	2	1	696	\$155,000	\$223
4580 Ocean View Blvd	11/29/2017	2	1	779	\$195,000	\$250
3851 Superba St	11/29/2017	2	1	784	\$210,000	\$268
2831 Franklin	12/6/2017	2	1	1,025	\$232,000	\$226
624 S S Evans St	3/28/2018	2	1	836	\$233,000	\$279
223 Pardee St	11/10/2017	2	1	882	\$250,000	\$283
5366 Santa Margarita	8/24/2017	2	1	728	\$250,000	\$343
6768 Akins Ave	8/16/2017	2	1	924	\$255,000	\$276
215 S 32nd	3/27/2018	2	1	663	\$260,000	\$392
4483 F St	6/12/2017	2	1	672	\$270,000	\$402
5291 Santa Maria Ter	10/12/2017	2	2	1,099	\$275,000	\$250
3085 Martin	6/20/2017	2	2	917	\$280,000	\$305
1832 KLAUBER	12/29/2017	2	1	846	\$285,000	\$337
5285 Groveland Drive	8/21/2017	2	1	656	\$289,000	\$441
2717 Island Avenue	5/17/2018	2	1	690	\$290,000	\$420
421 MILBRAE ST	8/11/2017	2	2	1,029	\$290,000	\$282
5762 Mira Flores Dr	4/5/2018	2	1	882	\$290,000	\$329
5243 Imperial Ave	8/11/2017	2	1	868	\$294,126	\$339
353 34th Street	6/19/2017	2	1	904	\$297,000	\$329
401 S 35Th St S	4/6/2018	2	1	868	\$297,500	\$343
2628 Commercial St	2/2/2018	2	1	816	\$299,000	\$366
4551 F Street	2/28/2018	2	2	1,131	\$300,000	\$265
4578 Imperial	9/29/2017	2	1	624	\$300,000	\$481
529 Olivewood Ter	6/28/2017	2	1	608	\$310,000	\$510
625 S Gregory St.	2/22/2018	2	1	900	\$310,000	\$344
5507 Creston Drive	5/23/2018	2	1	852	\$310,000	\$364
5911 Linnet Street	9/26/2017	2	1	760	\$310,000	\$408
4580 Ocean View	2/23/2018	2	1	779	\$320,000	\$411
347 63rd	3/13/2018	2	1	800	\$320,000	\$400
1012 S 45th Street	7/14/2017	2	2	1,017	\$325,000	\$320
936 S 37th. St.	3/6/2018	2	1	936	\$325,000	\$347
5564 Churchward St	11/17/2017	2	1	1,100	\$325,000	\$295
719 68Th St	11/3/2017	2	2	1,225	\$327,500	\$267
3524 Ocean View Blvd	1/26/2018	2	1	660	\$330,000	\$500
3528 Ocean View Blvd	2/28/2018	2	1	704	\$330,000	\$469
201 S 45th Street	6/9/2017	2	1	804	\$330,000	\$410
6775 Springfield St	2/15/2018	2	1	704	\$330,000	\$469
3984 NATIONAL AVE	3/13/2018	2	1	1,293	\$335,000	\$259
4637 F St	8/13/2017	2	1	696	\$345,000	\$496
4147 San Miguel Ave	4/18/2018	2	1	472	\$345,000	\$731
236 Ritchey Street	2/16/2018	2	2	800	\$348,000	\$435

APPENDIX F - TABLE 7
SOUTHEASTERN / ENCANTO SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Sales Price</u>	<u>Price/SF</u>
3524 Tompkins	6/30/2017	2	1	528	\$350,000	\$663
743 Toyne	12/28/2017	2	1	760	\$350,000	\$461
715 Dewey St	6/28/2017	2	1	637	\$350,000	\$549
4471 Ocean View Blvd	8/21/2017	2	1	892	\$350,000	\$392
5160 Groveland Dr	2/22/2018	2	1	718	\$350,000	\$487
312 Thrush Street	5/11/2018	2	1	760	\$354,000	\$466
3860 T St.	2/9/2018	2	2	1,310	\$355,000	\$271
604 Jewell Dr	2/27/2018	2	1	964	\$355,000	\$368
4829 Beech	8/15/2017	2	1	842	\$355,500	\$422
730 S 31st Street	8/28/2017	2	1	616	\$359,000	\$583
3269 Gillette Street	7/18/2017	2	1	1,346	\$360,000	\$267
3726 Acacia	7/14/2017	2	1	746	\$360,000	\$483
2129 S 40th St.	12/20/2017	2	1	716	\$361,000	\$504
322 Thrush St	11/13/2017	2	1	760	\$364,617	\$480
131 S 30Th St	7/25/2017	2	2	990	\$365,000	\$369
4483 F St	2/7/2018	2	1	672	\$370,000	\$551
504 S 46th St.	7/21/2017	2	1	928	\$370,000	\$399
6115 Tooley Street	6/6/2017	2	1	1,216	\$370,000	\$304
4110 Jamul Ave	1/5/2018	2	1	720	\$375,000	\$521
425 Southlook Ave	3/22/2018	2	1	1,062	\$375,000	\$353
365 THRUSH	9/12/2017	2	2	1,000	\$375,000	\$375
5558 Las Alturas Terrace	5/23/2018	2	1	1,206	\$375,000	\$311
227 S 30th Street	4/19/2018	2	1	516	\$380,000	\$736
604 S Evans Street	4/2/2018	2	1	836	\$380,000	\$455
523 S S 33Rd St	1/18/2018	2	1	734	\$380,000	\$518
355 Los Alamos Dr	2/23/2018	2	1	1,317	\$380,000	\$289
140 Woodman St	12/20/2017	2	2	864	\$380,000	\$440
2407 Wisteria	6/1/2017	2	2	1,353	\$381,000	\$282
731 Boundary St	2/15/2018	2	1	989	\$385,000	\$389
2643 G St	3/2/2018	2	1	672	\$385,000	\$573
5469 San Onofre Terrace	8/7/2017	2	1	758	\$385,000	\$508
4576 F St	1/11/2018	2	1	800	\$388,888	\$486
419 41St St	1/5/2018	2	1	840	\$390,000	\$464
3551 Boston Ave	11/27/2017	2	2	966	\$390,000	\$404
1409 E Division Street	9/8/2017	2	1	848	\$392,000	\$462
342 Gavin St	4/9/2018	2	1	726	\$392,000	\$540
6454 Medio Street	1/23/2018	2	1	720	\$399,900	\$555
1144 SCOTT	3/31/2018	2	1	1,547	\$400,000	\$259
3817 Birch St.	3/29/2018	2	1	864	\$405,000	\$469
290 Pardee St.	2/13/2018	2	1	1,041	\$407,000	\$391
1477 49Th St	6/13/2017	2	1	1,169	\$407,500	\$349
5392 Roswell St	7/28/2017	2	1	1,170	\$411,000	\$351
705 64th St	2/8/2018	2	1	868	\$415,000	\$478
5527 Encina Drive	4/11/2018	2	2	860	\$425,000	\$494
535 Dodson St	2/6/2018	2	2	1,146	\$430,000	\$375
735 63Rd	4/27/2018	2	2	1,471	\$434,000	\$295
44 N Belmont Ave	5/22/2018	2	2	1,639	\$443,000	\$270
1749 Julian Ave	9/18/2017	2	1	768	\$450,000	\$586
3209 - 11 Market St	6/29/2017	2	1	758	\$462,100	\$610
2754 TREAT ST	4/6/2018	2	1	750	\$493,000	\$657

APPENDIX F - TABLE 7
SOUTHEASTERN / ENCANTO SALES COMPARABLES
SHORT TERM RENTAL NEXUS STUDY
SAN DIEGO, CALIFORNIA

<u>Address</u>	<u>Sales Date</u>	<u>Bedrooms</u>	<u>Baths</u>	<u>Size (SF)</u>	<u>Sales Price</u>	<u>Price/SF</u>
3224 K Street	1/2/2018	2	2	969	\$495,000	\$511
2228 Imperial Ave	9/11/2017	2	1	1,196	\$505,000	\$422
1932 Imperial Ave	9/29/2017	2	2	1,002	\$515,000	\$514
3049 E Street	7/7/2017	2	1	1,008	\$530,000	\$526
2794 Island Avenue	12/29/2017	2	2	1,380	\$549,900	\$398
2794 Island Ave	12/29/2017	2	2	1,380	\$549,900	\$398
6305 Scimitar Dr	3/26/2018	2	2	1,610	\$610,000	\$379
3223 Market St	6/29/2017	2	1	792	\$622,100	\$785
815 26th Street	2/15/2018	2	1	848	\$675,000	\$796
			Minimum	472	\$145,000	\$201
			Maximum	1,639	\$675,000	\$796
			Average	908	\$361,282	\$416
			Median	848	\$355,500	\$400

Weighted Average Pricer Per SF	\$398
Unit Size	900
Sales Price	\$358,000

City of San Diego: Short-Term Rental Market Overview

By [Host Compliance, LLC](#)

December 2017

Background

Sharing our homes has been commonplace for as long as there have been spare rooms and comfortable couches. Whether through word of mouth, ads in newspapers or flyers on community bulletin boards, renters and homeowners alike have always managed to rent out or share rooms in their living spaces. Traditionally these transactions were decidedly analog, local and limited in nature, but with advance of the internet and 100s of websites like as Airbnb.com and HomeAway.com it has suddenly become possible for people to advertise and rent out their homes and spare bedrooms to complete strangers with a few mouse-clicks or taps on a smartphone screen. With this new technology has come rapid growth, and with this rapid growth, many communities including the City of San Diego are experiencing an increased volume of “strangers” in residential communities. While some of these consequences are positive (increased business for local merchants catering to the tourists etc.), there are also many potential issues and negative side effects that local governments can mitigate by adopting sensible and enforceable regulations. The first step to making good rules is knowing the facts, and unfortunately, the City of San Diego’s debate about short-term rentals has so far been short on data. By publishing this report, we address this. Specifically, we hope that the publication of this data will bring independent and objective facts to the discussion, and facilitate a larger debate on community goals and enforcement which will allow the city to reach a workable regulatory compromise.

In the interest of full transparency, this report was created, published and paid for exclusively by Host Compliance in response to conversations with several San Diego media outlets, who like Host Compliance believe that the San Diego short-term rental debate has so far been short on facts and that it is in the public’s best interest to bring transparency to this new market. Said simply, this study was NOT influenced or sponsored by any third-party organizations, trade groups or companies.

Methodology

As a software, data and consulting services provider exclusively focused on helping more than 85 local governments overcome enforcement challenges associated with short-term vacation rentals, Host Compliance has developed a set of proprietary data and analytics tools that can provide deep insights into the scale and scope of the short-term rental activity in any community

and make the enforcement of short-term rental regulations effective and economical. In this report, we will provide our findings for the City of San Diego.

Host Compliance's data is collected weekly and for purposes of this report Host Compliance collected, aggregated and deduplicated all listing data, reviews, calendar info and photos across the world's 24 top short-term rental listing sites.¹ We estimate this represents 95% of the total vacation rental universe in the City of San Diego's jurisdiction.

The data used for the report was collect during the first weekend of December 2017 and the data contained in this report is believed to be highly accurate and representative of the scale and scope of the short-term rental market in the City of San Diego as of the date of this report. That said, it is important to acknowledge that the numbers presented, represent a moment in time, a snapshot of the marketplace as it looked like on the day of collection. Short-term renting is a dynamic, rapidly evolving industry, with individual hosts and entire listing platforms changing on a moment's notice. Absolute numbers change daily and can never truly be captured in a report. Instead, consider the themes, ratios, and trends as indicative of the scale, scope and direction of the market-place.

Gathering data across so many rental platforms presents unique presentation problems. As an example, one physical rental unit may be advertised on multiple sites, or might be listed in multiple forms on the same site. Host Compliance therefore de-duplicate all listing data to give a more accurate picture of the true number of unique rental units operating in each area of the City. To give a complete picture of the activity we however also provide a breakdown of active listings, listings that qualify as short-term rentals, and unique rental units. For the purposes of this report:

- "Listings" are defined as online advertisements for short-term rental units. Examples of listings are found on websites such as [airbnb.com](https://www.airbnb.com), [vrbo.com](https://www.vrbo.com) and [flipkey.com](https://www.flipkey.com).
- "Active listings" are defined as any listing that has either had its booking calendar changed or received a review in the last year. These are strong indicators that a host is still actively managing the listing.
- "Listings that fit STR Definition" are defined as listings for which the minimum required

¹ [Airbnb.com](https://www.airbnb.com), [Booking.com](https://www.booking.com), [Agoda.com](https://www.agoda.com), [Flipkey.com](https://www.flipkey.com), [HolidayLettings.com](https://www.holidaylettings.com), [HouseTrip.com](https://www.housetrip.com), [Niumba.com](https://www.niumba.com), [HomeAway.com](https://www.homeaway.com), [VRBO.com](https://www.vrbo.com), [VacationRentals.com](https://www.vacationrentals.com), [travelmob.com](https://www.travelmob.com), [BedandBreakfast.com](https://www.bedandbreakfast.com), [HomeAway.co.uk](https://www.homeaway.co.uk), [OwnersDirect.co.uk](https://www.ownersdirect.co.uk), [HomeAway.de](https://www.homeaway.de), [Abritel.fr](https://www.abritel.fr), [Homelidays.com](https://www.homelidays.com), [HomeAway.es](https://www.homeaway.es), [Toprural.es](https://www.toprural.es), [AlugueTemporada.com.br](https://www.aluguetemporada.com.br), [HomeAway.com.au](https://www.homeaway.com.au), [Villas.com](https://www.villas.com), [Stayz.com.au](https://www.stayz.com.au), [Bookabach.co.nz](https://www.bookabach.co.nz)

stay is 31 days or less

- “Unique Rental Units” are defined as a plot of land, structure or part of a structure offered for use, in return for payment, as sleeping quarters for a single person or group of people, or any grounds, or other facilities or area promised for the use for overnight accommodation and includes, but without limitation, apartment units, boarding houses, rooming houses, mobile home spaces, RVs, boats, tents, treehouses and single and multi-family dwellings.

Unless noted otherwise, the analysis in this report is based on active listings de-duplicated within and across platforms. Due to rounding, some data tables may not sum up to 100%.

About Host Compliance

Host Compliance LLC (<https://hostcompliance.com>) is a privately held company located in San Francisco. Serving more than 85 local governments (including 35 California communities), the company is the leading provider of short-term rental compliance monitoring and enforcement solutions to local governments.

Partnering with city regulators in staff in these communities, Host Compliance has developed a unique understanding of what works and what doesn't when it comes to analyzing local short-term rental markets and implementing and enforcing short-term rental regulations in communities like San Diego.

Host Compliance's services include:

- Assisting cities with implementing fair and effective short-term rental ordinances
- Managing and processing short-term rental permit applications (online and offline)
- Identifying short-term rentals operating in non-compliance with city regulations
- Providing 24/7 hotline services that makes it easy for neighbors and other stakeholders to report, document and resolve short-term rental related issues in real-time
- Identifying tax under-reporting and enforcing Transient Occupancy Tax rules across all short-term rental platforms

This report was created by Host Compliance staff including three of North America's leading experts on the topic of short-term rental regulation, compliance monitoring and enforcement:

Ulrik Binzer

Ulrik is the Founder and CEO of Host Compliance, the industry leader in short-term rental monitoring and compliance solutions for local governments. A pioneer in the short-term rental enforcement solution space, Ulrik developed the first short-term rental compliance monitoring tools and now uses his expertise and insights to help local governments across North America implement, monitor and enforce short-term rental regulation. Ulrik previously served in a variety of leadership roles in management consulting, private equity, startups and the military and developed his strategic and analytical skill-set at McKinsey & Company and Harvard Business School.

David Marcus

David is a Caltech Applied and Computational Math graduate working at the intersection of data science and geospatial information management with eight years of experience building well-architected scalable software. Prior to Host Compliance, David founded Routefriend.com, a web-based application for planning trips on buses and trains, serving 1.5 million monthly users. David's most recent experience was at DwellAware where he served as the Lead Data Scientist for the data analytics company building products to quantify housing risks and costs for businesses and their customers in the residential real estate sector. Prior to DwellAware, David served in various technical roles at a number of software companies including aboutLife, UrbanMapping, AmericanTowns.com, Nielsen Analytic Consulting and Hewitt Associates. David earned his BS Degree in Applied & Computational Mathematics at California Institute of Technology and his MA in Anthropology from University of Kent.

Jeffrey Goodman

Jeffrey is an urban planner and considered one of North America's leading authorities on short-term rentals and how they impact communities. He has contracted with both the City of New Orleans and Airbnb, and advised research on short-term rentals cities including San Francisco, San Diego, Portland, New Orleans, and New York. Jeff has spoken about short-term rentals across the country, including at the APA's National Planning Conference. He graduated from Yale College and earned his Masters of Urban Planning from Harvard University. He is the author of a featured article in Planning Magazine on the topic of STRs.

San Diego Short-term Rental Market Overview

Overall Market Observations

There are currently 14,592 active listings in the City of San Diego. This represents 14,147 short-term rental listings i.e. listings for which the minimum advertised stay duration is less than 31 days. After de-duplication i.e. removing duplicate listings, there are currently 11,347 unique short-term rental units operating in the city. Of the 24 websites included in this study, approximately two-thirds of San Diego's short-term rental listings were posted on Airbnb.com, approximately 24% were posted on websites controlled by Expedia Inc, and approximately 10% were listed on websites controlled by TripAdvisor. Inc.

San Diego's short-term rentals are approximately evenly split between single-family homes and multi-family properties. The sizes of rental units vary and 7% are listed as studios, 28% as 1BR, 32% as 2BR and 19% as 3BR. Only 13% of properties are listed as having 4+ BR. This is important as it is generally the short-term rental of smaller units that is believed to mostly impact the availability of long-term affordable housing units.

79% of the listings are for entire-homes i.e. rentals for which the renter gets full access the rental unit during his/her stay. This is important to note, as it is entire home short-term rentals that are commonly considered to have the biggest impact on the availability of long-term rental housing markets and the quality of life of nearby residents.

While 14,592 active listings and 11,347 unique short-term rental units may seem like very large numbers, it is important to acknowledge that most of the listings show relatively low rental activity and as such are less likely to cause concerns. Specifically, 62% of the city's short-term rental listings have less than 30 days of rental activity per year. That said, 18% of listings show rental activity for more than 90 days per year.

	0-30 nights	31-60 nights	61-90 nights	91-120 nights	121-150 nights	151-180 nights	181+ nights
# of Listings	9,056	1,882	1,046	748	475	372	1,013
% of Total Listings	62.1%	12.9%	7.2%	5.1%	3.3%	2.5%	6.9%
2,608 listings / 17.9% of Total Listings							

For entire home rentals, the numbers are similar i.e. 63% of entire home rental listings are rented less than 30 days per year, whereas 2,001 listings or 17% show more than 90 days or of annual

rental activity. After aggregating the rental activity data for rental units listed on multiple websites, we estimate that a total of 1,951 entire home rental units (22% of such units) are rented for more than 90 days per year.

	0-30 nights	31-60 nights	61-90 nights	91-120 nights	121-150 nights	151-180 nights	181+ nights
# of Entire Home Listings	7,312	1,442	778	546	357	289	809
% of Total Entire Home Listings	63.4%	12.5%	6.7%	4.7%	3.1%	2.5%	7.0%
2,001 listings / 17.4% of Total Entire Home Listings							

	0-30 nights	31-60 nights	61-90 nights	91-120 nights	121-150 nights	151-180 nights	181+ nights
# of Entire Home Rental Units	5,049	1,164	691	496	345	262	848
% of Total Entire Home Rental Units	57.0%	13.1%	7.8%	5.6%	3.9%	3.0%	9.6%
1,951 Entire Home Rental Units / 22.0% of Total Listings							

The infographic on page 11 provides a more detailed and graphical overview of the overall San Diego short-term rental market.

Market Growth and Turnover

To give a bit of historical context, Host Compliance also ran the numbers for the City of San Diego on November 28, 2016 i.e. ~12 months ago. At the time there were 12,595 listings in the City, representing 9,981 unique short-term rental units. While this may imply that the number of listings and unique rental units has grown by “only” 15.9% and 13.7% respectively, these net growth rates do not properly account for the very large month-to-month and quarter-to-quarter turnover in the City’s short-term rental market. Specifically, the 15.9% net listing growth rate doesn’t show that a total of 7,462 listings have been deactivated since last year, while a total of 8,433 new listings have been created and 1,026 previously inactive listings have been reactivated over the same time. This implies that 64.8% of the City of San Diego’s current listings are new within the last 12 months. Equally important, 59.8% of the listings that were active 12 months ago are now no longer published online.

Finally, over the 12-month time-period, a total of 22,054 listings were active in the San Diego market. These are important facts to keep in mind as they paint a clearer picture of 1.) the transitory and seasonal nature of the market, and 2.) the importance of constantly monitoring

the STR market place for compliance if/when the new regulations are adopted. Below, please find more details on this analysis.

<i>City of San Diego's Short-term Rental Listing Growth and Turnover</i>	
A. Total Listings as of November 28, 2016	12,595
Plus: B. New listings added since November 28, 2016	+8,433
Plus: C. Listings re-activated since November 28, 2016	+1,026
Minus: D. Listings that became inactive between Nov. 28, 2016 and Dec. 3, 2017	-7,462
= Total Listings as of December 3, 2017	14,592
Total # of Listings active between November 28, 2016 and December 3, 2017 i.e. A + B + C	22,054

STR Listings/Units by Location

Three quarters of the City of San Diego's unique short-term rental units are in ten (10) neighborhoods (aka Community Planning Areas or "CPA"):

City of San Diego's Top 10 Short-term Rental Markets by CPA

Community Planning Area	Active Listings	Listings that fit STR Definition	Unique Rental Units
Mission Beach	2,305	2,291	1,560
Pacific Beach	1,832	1,791	1,507
Downtown	1,588	1,427	1,014
La Jolla	1,448	1,398	1,080
Uptown	1,070	1,047	840
Greater North Park	738	723	644
Ocean Beach	683	675	507
Peninsula	584	571	510
Clairemont Mesa	557	552	490
Greater Golden Hill	451	448	375
All other Community Planning areas	3,336	3,224	2,820
Total City of San Diego	14,592	14,147	11,347

While the market is fairly concentrated in these neighborhoods, it is worth noting that there are many community planning areas outside of the top 10 that have several hundreds short-term rentals. On the following pages is a complete breakdown of the numbers for each of the city's community planning areas:

Complete breakdown of City of San Diego's Short-term Rentals by CPA

Community Planning Area	Active Listings	Listings that fit STR Definition	Unique Rental Units
Mission Beach	2,305	2,291	1,560
Pacific Beach	1,832	1,791	1,507
Downtown	1,588	1,427	1,014
La Jolla	1,448	1,398	1,080
Uptown	1,070	1,047	840
Greater North Park	738	723	644
Ocean Beach	683	675	507
Peninsula	584	571	510
Clairemont Mesa	557	552	490
Greater Golden Hill	451	448	375
University	355	336	261
Southeastern San Diego / Southeastern	265	265	196
Mission Bay Park	247	244	184
Mission Valley	225	203	175
Linda Vista	183	179	165
Mid-City / City Heights	178	176	158
Carmel Valley	154	129	126
Mid-City / Normal Heights	145	144	134
Torrey Pines	139	129	115
Navajo	126	125	112
Reserve / Military / Water / Other Areas Not in General Plan	119	118	116
College Area	111	111	102
Mid-City / Eastern Area	108	108	106
Mira Mesa	101	96	92
Mid-City / Kensington-Talmadge	98	97	92
Skyline-Paradise Hills	86	86	73
Serra Mesa	79	76	66
Rancho Bernardo	73	66	63
Rancho Penasquitos	69	68	58
Encanto Neighborhood / Southeastern	46	46	43
Otay Mesa-Nestor	45	45	45
Tierrasanta	43	42	42
Old Town San Diego	42	42	31
Kearny Mesa	34	34	28
Scripps Miramar Ranch	30	30	27
Barrio Logan	25	25	25
Torrey Hills	25	22	22
Midway-Pacific Highway	24	23	22
Miramar Ranch North	23	23	20
Torrey Highlands	17	17	16
Black Mountain Ranch	16	16	16
Pacific Highlands Ranch	16	16	13
Otay Mesa	15	15	14

Balboa Park	12	11	8
Carmel Mountain Ranch	11	10	10
Sabre Springs	11	11	11
Rancho Encantada	9	9	7
Fairbanks Ranch Country Club	8	8	6
San Ysidro	7	7	6
San Pasqual	5	5	3
Tijuana River Valley	4	4	4
Del Mar Mesa	4	4	4
Via De La Valle	2	2	2
Los Penasquitos Canyon	1	1	1
East Elliott	-	-	-
Total City of San Diego	14,592	14,147	11,347

The infographics on the following pages provide more details on the scale and scope of the short-term rental market in the overall city as well as the top 10 community planning areas. Please note that the colors of the dots shown on the respective maps represent the major corporations that represents the majority of the City's listings i.e. red = Airbnb Inc., blue = Expedia Inc., green = TripAdvisor Inc.

In case you have any questions related to this data or how Host Compliance could potentially be of help in implementing or enforcing fair and effective short-term regulations in San Diego, please contact:

Ulrik Binzer

Founder & CEO

Host Compliance LLC

info@hostcompliance.com

PH: (415) 715-9280

Or visit:

<https://hostcompliance.com>

City of San Diego

14592

Active listings
in jurisdiction

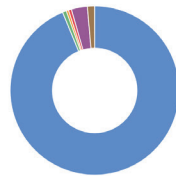
14147

Listings in
jurisdiction that
fit STR
definition

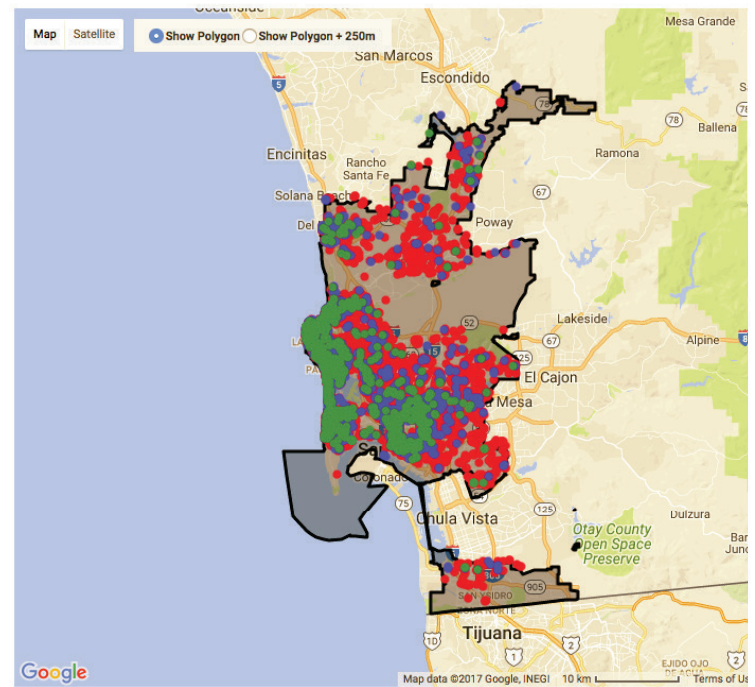
11347

Unique
properties in
jurisdiction that
fit STR
definition

Minimum Nights



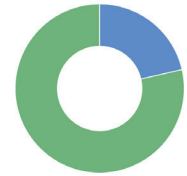
1-7 nights [94%]
8-14 nights [1%]
15-21 nights [0%]
22-29 nights [1%]
30+ nights [3%]
Not specified by Host [1%]



Listing types

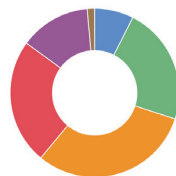


Single Family [49%]
Multi Family [47%]
Unknown [5%]



Partial Home [21%]
Entire Home [79%]
Unknown [0%]

Nightly Rate

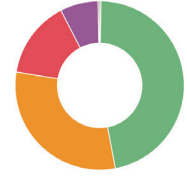


\$0-\$50 [7%]
\$50-\$100 [23%]
\$100-\$200 [31%]
\$200-\$400 [24%]
\$400+ [14%]
not provided [1%]

Bedrooms / Bathrooms

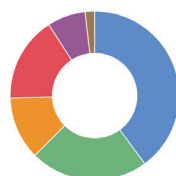


0 bedrooms [7%]
1 bedroom [28%]
2 bedrooms [32%]
3 bedrooms [19%]
4 bedrooms [8%]
5+ bedrooms [5%]
unknown [0%]



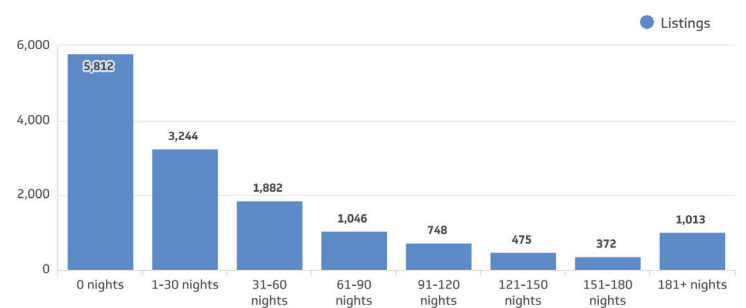
0 bathrooms [0%]
1 bathroom [47%]
2 bathrooms [31%]
3 bathrooms [15%]
4+ bathrooms [7%]
unknown [0%]

Estimated Annual Revenue



\$0k [40%]
\$0k-\$5k [23%]
\$5k-\$10k [12%]
\$10k-\$25k [16%]
\$25k-\$50k [7%]
\$50k+ [2%]

Est. Annual Nights Rented



HOST COMPLIANCE

Mission Beach CPA

2305

Active listings
in jurisdiction

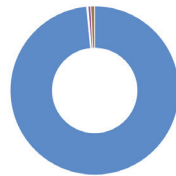
2291

Listings in
jurisdiction that
fit STR
definition

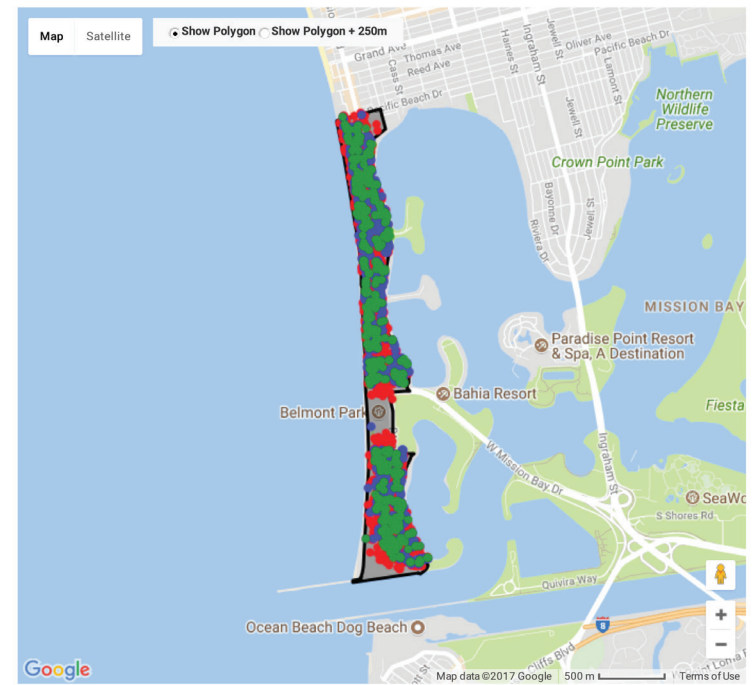
1560

Unique
properties in
jurisdiction that
fit STR
definition

Minimum Nights



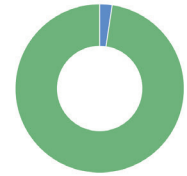
1-7 nights [98%]
8-14 nights [0%]
15-21 nights [0%]
22-29 nights [0%]
30+ nights [1%]
Not specified by Host [1...]



Listing types

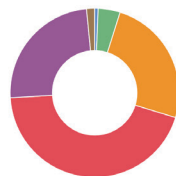


Single Family [42%]
Multi Family [49%]
Unknown [9%]



Partial Home [2%]
Entire Home [98%]
Unknown [0%]

Nightly Rate



\$0-\$50 [1%]
\$50-\$100 [4%]
\$100-\$200 [25%]
\$200-\$400 [44%]
\$400+ [24%]
not provided [2%]

Bedrooms / Bathrooms

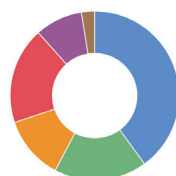


0 bedrooms [2%]
1 bedroom [17%]
2 bedrooms [34%]
3 bedrooms [32%]
4 bedrooms [8%]
5+ bedrooms [6%]
unknown [0%]



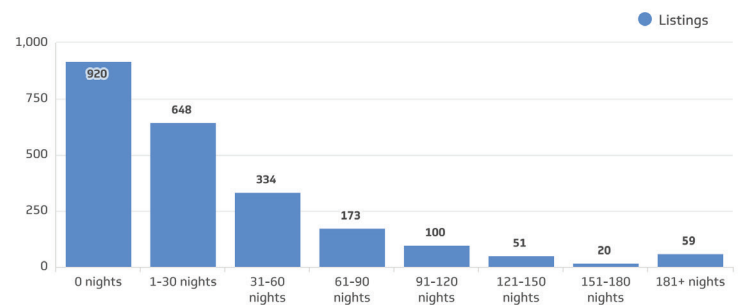
0 bathrooms [0%]
1 bathroom [32%]
2 bathrooms [34%]
3 bathrooms [24%]
4+ bathrooms [9%]
unknown [0%]

Estimated Annual Revenue



\$0k [40%]
\$0k-\$5k [18%]
\$5k-\$10k [12%]
\$10k-\$25k [19%]
\$25k-\$50k [9%]
\$50k+ [3%]

Est. Annual Nights Rented



Pacific Beach CPA

1832

Active listings
in jurisdiction

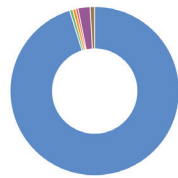
1791

Listings in
jurisdiction that
fit STR
definition

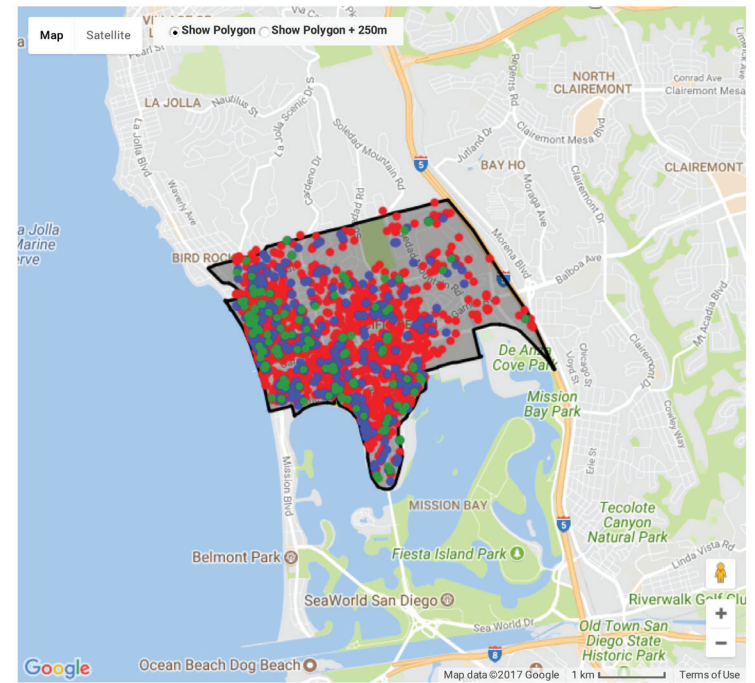
1507

Unique
properties in
jurisdiction that
fit STR
definition

Minimum Nights



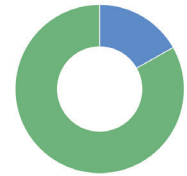
1-7 nights [95%]
8-14 nights [1%]
15-21 nights [1%]
22-29 nights [0%]
30+ nights [2%]
Not specified by Host [1%]



Listing types

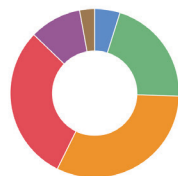


Single Family [44%]
Multi Family [52%]
Unknown [4%]



Partial Home [17%]
Entire Home [83%]
Unknown [0%]

Nightly Rate

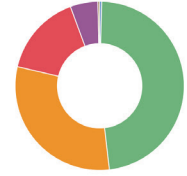


\$0-\$50 [5%]
\$50-\$100 [21%]
\$100-\$200 [32%]
\$200-\$400 [30%]
\$400+ [10%]
not provided [3%]

Bedrooms / Bathrooms

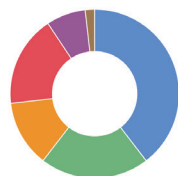


0 bedrooms [5%]
1 bedroom [27%]
2 bedrooms [35%]
3 bedrooms [20%]
4 bedrooms [9%]
5+ bedrooms [4%]
unknown [0%]



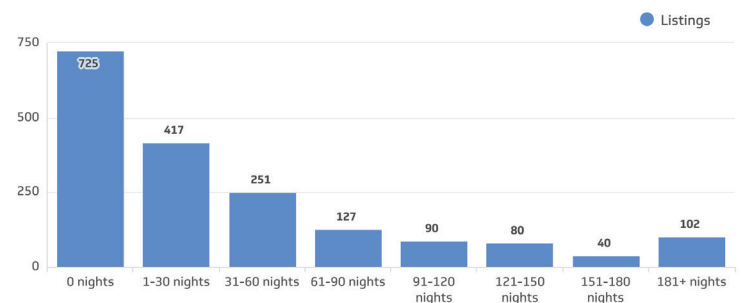
0 bathrooms [0%]
1 bathroom [48%]
2 bathrooms [31%]
3 bathrooms [16%]
4+ bathrooms [5%]
unknown [0%]

Estimated Annual Revenue



\$0k [40%]
\$0k-\$5k [21%]
\$5k-\$10k [13%]
\$10k-\$25k [17%]
\$25k-\$50k [8%]
\$50k+ [2%]

Est. Annual Nights Rented



Downtown CPA

1588

Active listings in jurisdiction

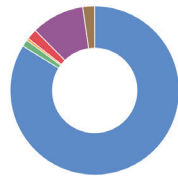
1427

Listings in jurisdiction that fit STR definition

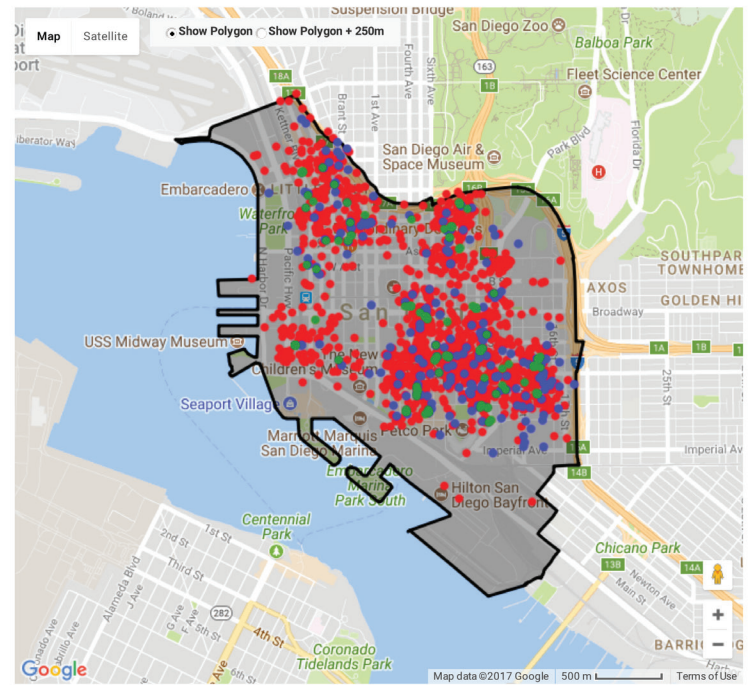
1014

Unique properties in jurisdiction that fit STR definition

Minimum Nights



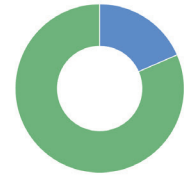
1-7 nights [84%]
 8-14 nights [1%]
 15-21 nights [0%]
 22-29 nights [2%]
 30+ nights [10%]
 Not specified by Host [2%]



Listing types

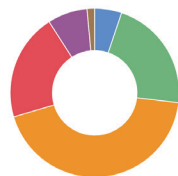


Single Family [9%]
 Multi Family [81%]
 Unknown [10%]



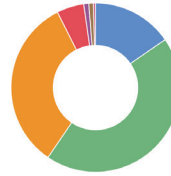
Partial Home [18%]
 Entire Home [82%]
 Unknown [0%]

Nightly Rate

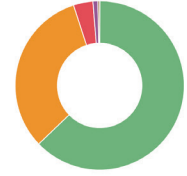


\$0-\$50 [5%]
 \$50-\$100 [22%]
 \$100-\$200 [44%]
 \$200-\$400 [21%]
 \$400+ [8%]
 not provided [1%]

Bedrooms / Bathrooms

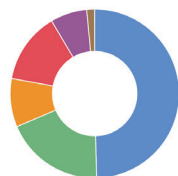


0 bedrooms [15%]
 1 bedroom [44%]
 2 bedrooms [33%]
 3 bedrooms [5%]
 4 bedrooms [1%]
 5+ bedrooms [1%]
 unknown [0%]



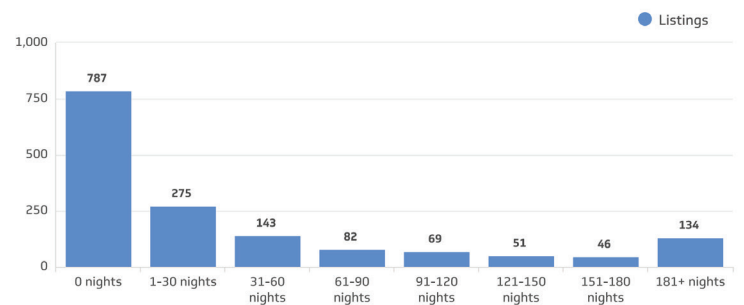
0 bathrooms [0%]
 1 bathroom [63%]
 2 bathrooms [32%]
 3 bathrooms [4%]
 4+ bathrooms [1%]
 unknown [0%]

Estimated Annual Revenue



\$0k [50%]
 \$0k-\$5k [19%]
 \$5k-\$10k [9%]
 \$10k-\$25k [14%]
 \$25k-\$50k [7%]
 \$50k+ [2%]

Est. Annual Nights Rented



La Jolla CPA

1448

Active listings in jurisdiction

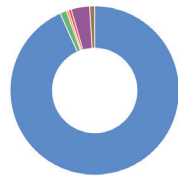
1398

Listings in jurisdiction that fit STR definition

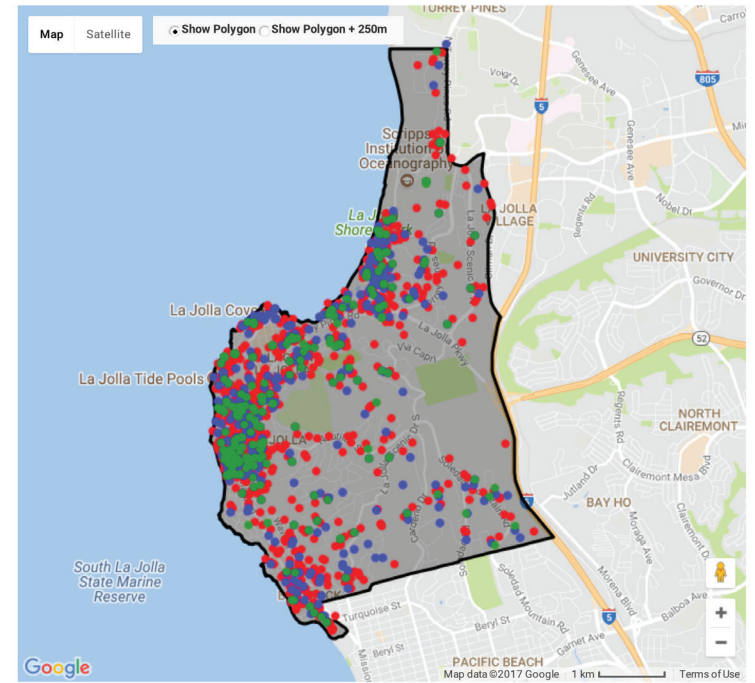
1080

Unique properties in jurisdiction that fit STR definition

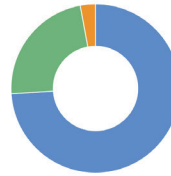
Minimum Nights



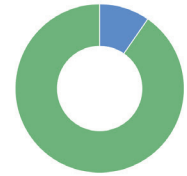
1-7 nights [93%]
8-14 nights [1%]
15-21 nights [0%]
22-29 nights [1%]
30+ nights [4%]
Not specified by Host [1%]



Listing types

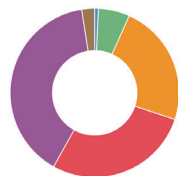


Single Family [74%]
Multi Family [23%]
Unknown [3%]



Partial Home [10%]
Entire Home [90%]
Unknown [0%]

Nightly Rate

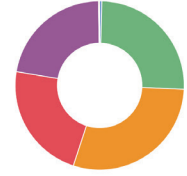


\$0-\$50 [1%]
\$50-\$100 [6%]
\$100-\$200 [23%]
\$200-\$400 [28%]
\$400+ [39%]
not provided [2%]

Bedrooms / Bathrooms

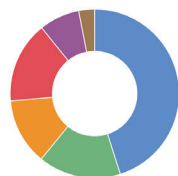


0 bedrooms [4%]
1 bedroom [15%]
2 bedrooms [24%]
3 bedrooms [24%]
4 bedrooms [18%]
5+ bedrooms [15%]
unknown [0%]



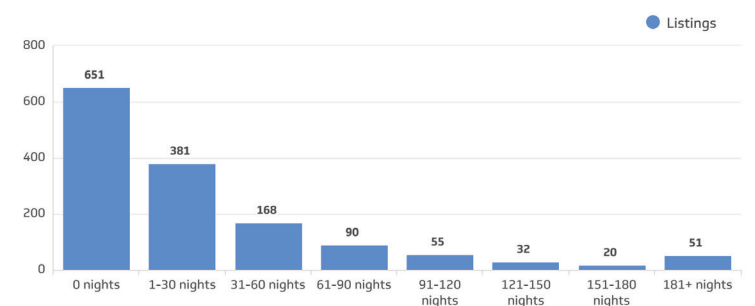
0 bathrooms [0%]
1 bathroom [25%]
2 bathrooms [29%]
3 bathrooms [23%]
4+ bathrooms [22%]
unknown [0%]

Estimated Annual Revenue



\$0k [45%]
\$0k-\$5k [16%]
\$5k-\$10k [13%]
\$10k-\$25k [16%]
\$25k-\$50k [8%]
\$50k+ [3%]

Est. Annual Nights Rented



Uptown CPA

1070

Active listings
in jurisdiction

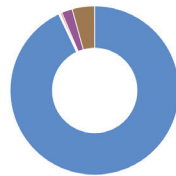
1047

Listings in
jurisdiction that
fit STR
definition

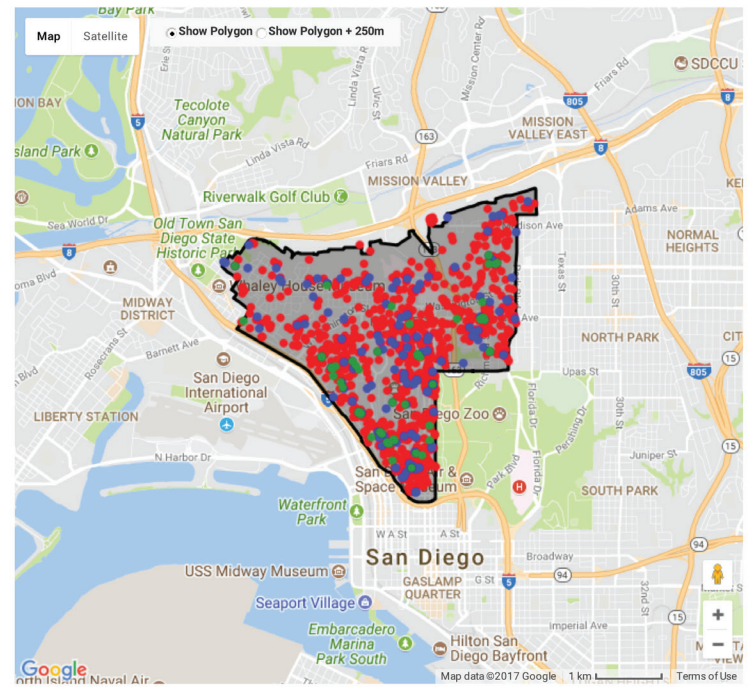
840

Unique
properties in
jurisdiction that
fit STR
definition

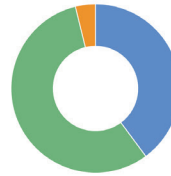
Minimum Nights



1-7 nights [93%]
8-14 nights [0%]
15-21 nights [0%]
22-29 nights [0%]
30+ nights [2%]
Not specified by Host [4%]



Listing types

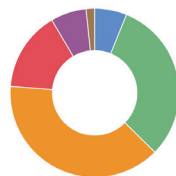


Single Family [40%]
Multi Family [56%]
Unknown [4%]



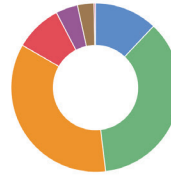
Partial Home [23%]
Entire Home [77%]
Unknown [0%]

Nightly Rate



\$0-\$50 [6%]
\$50-\$100 [31%]
\$100-\$200 [39%]
\$200-\$400 [15%]
\$400+ [7%]
not provided [2%]

Bedrooms / Bathrooms

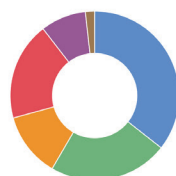


0 bedrooms [12%]
1 bedroom [36%]
2 bedrooms [35%]
3 bedrooms [9%]
4 bedrooms [4%]
5+ bedrooms [3%]
unknown [0%]



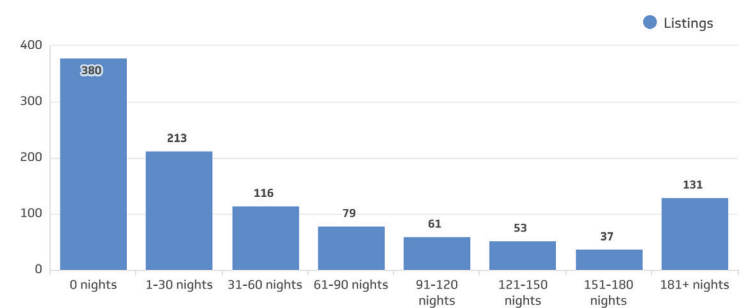
0 bathrooms [0%]
1 bathroom [60%]
2 bathrooms [29%]
3 bathrooms [6%]
4+ bathrooms [4%]
unknown [0%]

Estimated Annual Revenue



\$0k [36%]
\$0k-\$5k [23%]
\$5k-\$10k [12%]
\$10k-\$25k [19%]
\$25k-\$50k [9%]
\$50k+ [2%]

Est. Annual Nights Rented



Greater North Park CPA

738

Active listings in jurisdiction

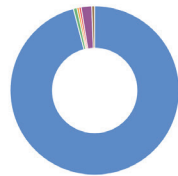
723

Listings in jurisdiction that fit STR definition

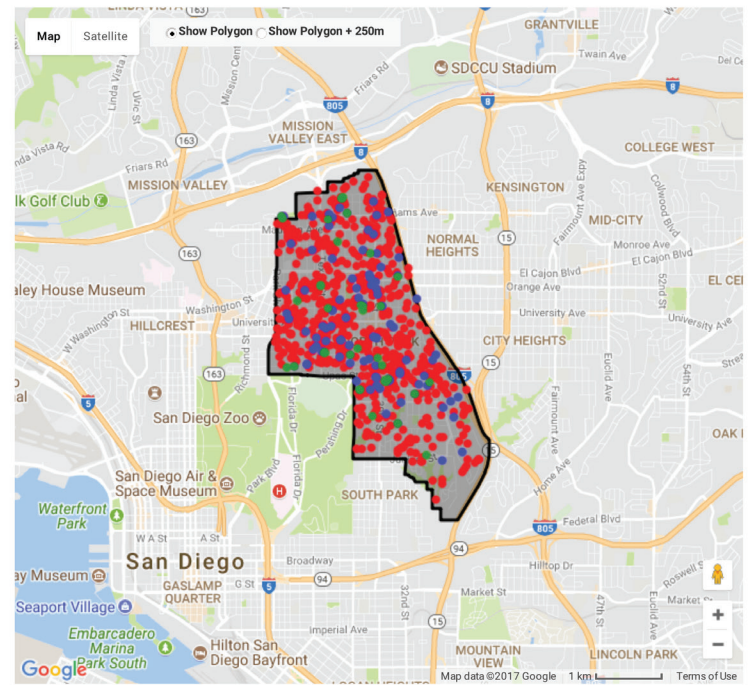
644

Unique properties in jurisdiction that fit STR definition

Minimum Nights



1-7 nights [96%]
8-14 nights [1%]
15-21 nights [0%]
22-29 nights [0%]
30+ nights [2%]
Not specified by Host [1%]



Listing types

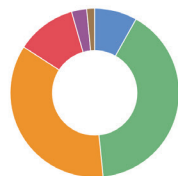


Single Family [55%]
Multi Family [42%]
Unknown [3%]



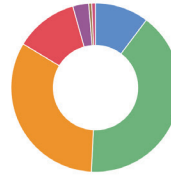
Partial Home [25%]
Entire Home [75%]
Unknown [0%]

Nightly Rate

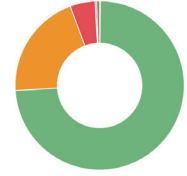


\$0-\$50 [8%]
\$50-\$100 [40%]
\$100-\$200 [36%]
\$200-\$400 [11%]
\$400+ [3%]
not provided [2%]

Bedrooms / Bathrooms

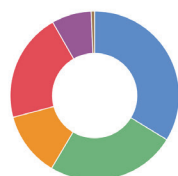


0 bedrooms [10%]
1 bedroom [41%]
2 bedrooms [33%]
3 bedrooms [12%]
4 bedrooms [3%]
5+ bedrooms [1%]
unknown [1%]



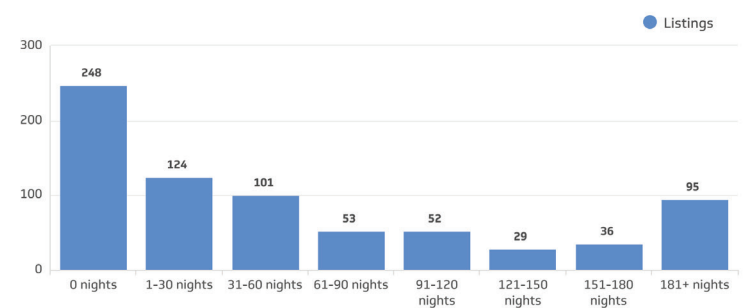
0 bathrooms [0%]
1 bathroom [74%]
2 bathrooms [20%]
3 bathrooms [5%]
4+ bathrooms [0%]
unknown [1%]

Estimated Annual Revenue



\$0k [34%]
\$0k-\$5k [25%]
\$5k-\$10k [12%]
\$10k-\$25k [21%]
\$25k-\$50k [8%]
\$50k+ [1%]

Est. Annual Nights Rented



Ocean Beach Park CPA

683

Active listings
in jurisdiction

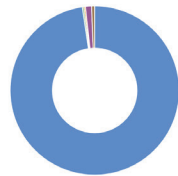
675

Listings in
jurisdiction that
fit STR
definition

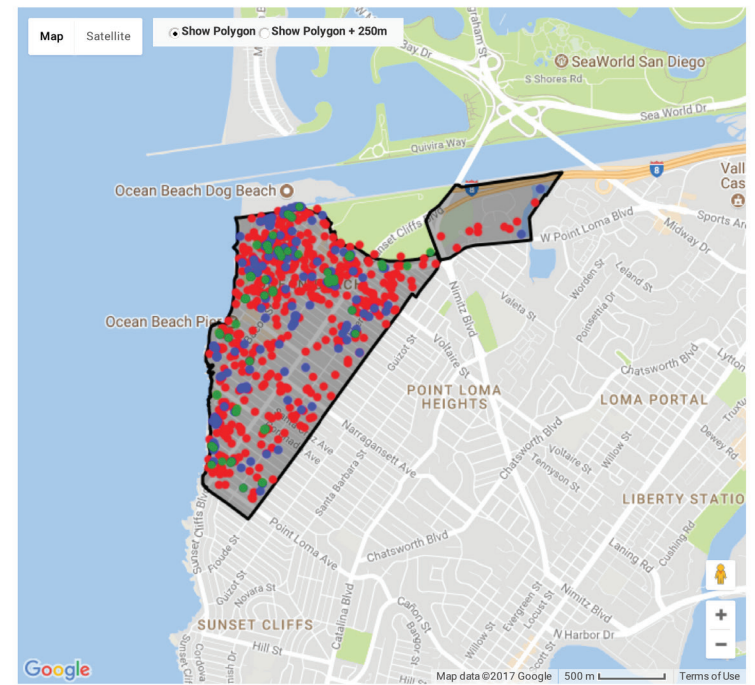
507

Unique
properties in
jurisdiction that
fit STR
definition

Minimum Nights



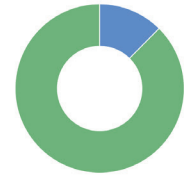
1-7 nights [98%]
8-14 nights [0%]
15-21 nights [0%]
22-29 nights [0%]
30+ nights [1%]
Not specified by Host [1%]



Listing types

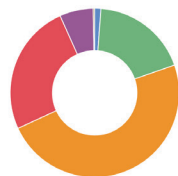


Single Family [61%]
Multi Family [35%]
Unknown [5%]



Partial Home [12%]
Entire Home [88%]
Unknown [0%]

Nightly Rate

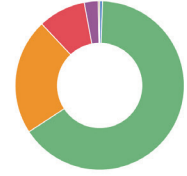


\$0-\$50 [1%]
\$50-\$100 [18%]
\$100-\$200 [48%]
\$200-\$400 [25%]
\$400+ [6%]
not provided [0%]

Bedrooms / Bathrooms

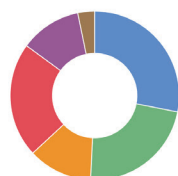


0 bedrooms [5%]
1 bedroom [37%]
2 bedrooms [38%]
3 bedrooms [12%]
4 bedrooms [4%]
5+ bedrooms [3%]
unknown [0%]



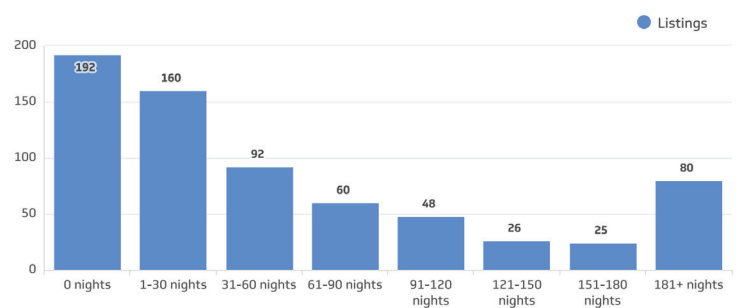
0 bathrooms [1%]
1 bathroom [65%]
2 bathrooms [22%]
3 bathrooms [9%]
4+ bathrooms [3%]
unknown [0%]

Estimated Annual Revenue



\$0k [28%]
\$0k-\$5k [23%]
\$5k-\$10k [12%]
\$10k-\$25k [22%]
\$25k-\$50k [12%]
\$50k+ [3%]

Est. Annual Nights Rented



Peninsula CPA

584

Active listings in jurisdiction

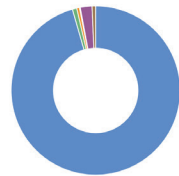
571

Listings in jurisdiction that fit STR definition

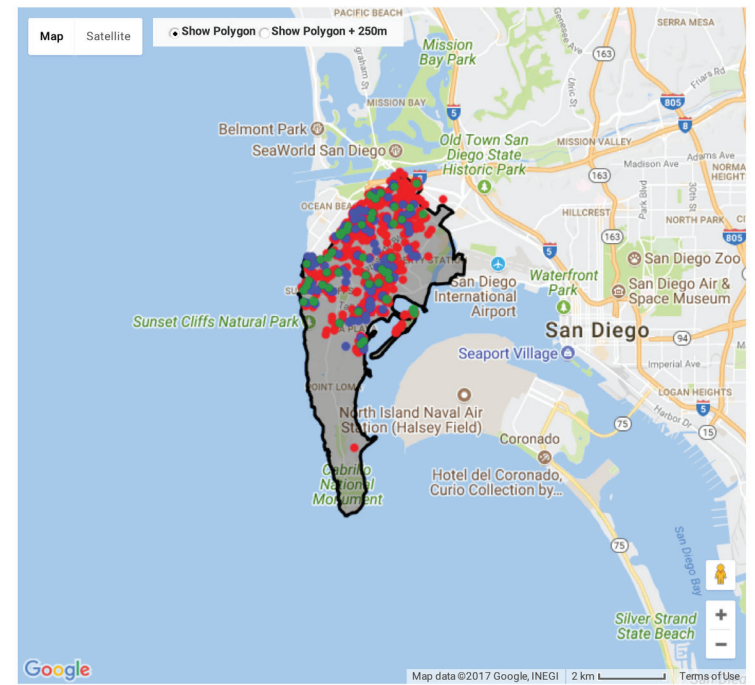
510

Unique properties in jurisdiction that fit STR definition

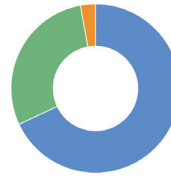
Minimum Nights



1-7 nights [96%]
8-14 nights [1%]
15-21 nights [1%]
22-29 nights [0%]
30+ nights [2%]
Not specified by Host [1%]



Listing types

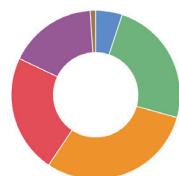


Single Family [68%]
Multi Family [29%]
Unknown [3%]



Partial Home [23%]
Entire Home [77%]
Unknown [0%]

Nightly Rate

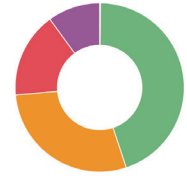


\$0-\$50 [5%]
\$50-\$100 [24%]
\$100-\$200 [30%]
\$200-\$400 [23%]
\$400+ [17%]
not provided [1%]

Bedrooms / Bathrooms

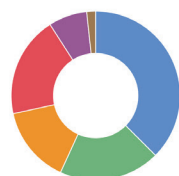


0 bedrooms [8%]
1 bedroom [21%]
2 bedrooms [31%]
3 bedrooms [20%]
4 bedrooms [11%]
5+ bedrooms [9%]
unknown [0%]



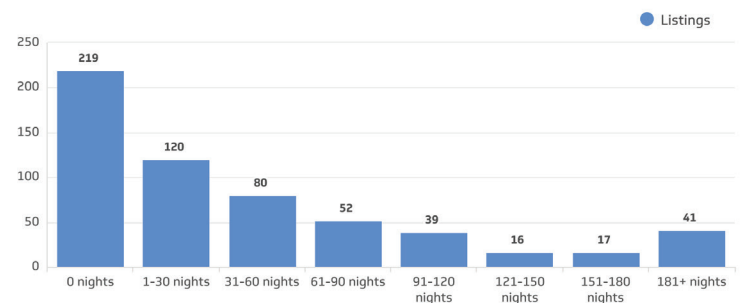
0 bathrooms [0%]
1 bathroom [45%]
2 bathrooms [29%]
3 bathrooms [16%]
4+ bathrooms [10%]
unknown [0%]

Estimated Annual Revenue



\$0k [38%]
\$0k-\$5k [19%]
\$5k-\$10k [15%]
\$10k-\$25k [19%]
\$25k-\$50k [7%]
\$50k+ [2%]

Est. Annual Nights Rented



Clairemont Mesa CPA

557

Active listings
in jurisdiction

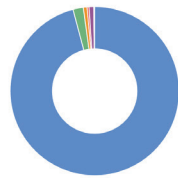
552

Listings in
jurisdiction that
fit STR
definition

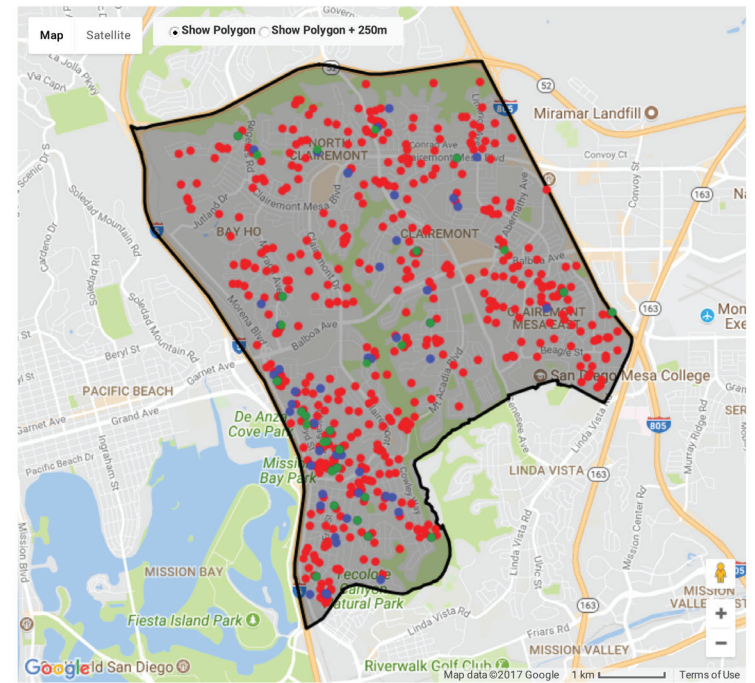
490

Unique
properties in
jurisdiction that
fit STR
definition

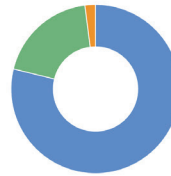
Minimum Nights



● 1-7 nights [96%]
● 8-14 nights [2%]
● 15-21 nights [1%]
● 22-29 nights [0%]
● 30+ nights [1%]
● Not specified by Host [0...]



Listing types

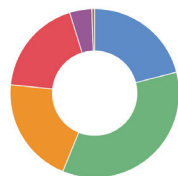


● Single Family [79%]
● Multi Family [19%]
● Unknown [2%]



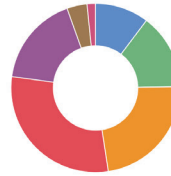
● Partial Home [48%]
● Entire Home [52%]
● Unknown [0%]

Nightly Rate

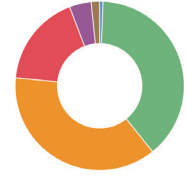


● \$0-\$50 [21%]
● \$50-\$100 [35%]
● \$100-\$200 [20%]
● \$200-\$400 [19%]
● \$400+ [4%]
● not provided [1%]

Bedrooms / Bathrooms

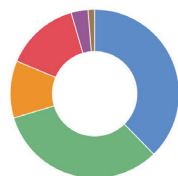


● 0 bedrooms [10%]
● 1 bedroom [14%]
● 2 bedrooms [23%]
● 3 bedrooms [30%]
● 4 bedrooms [17%]
● 5+ bedrooms [4%]
● unknown [2%]



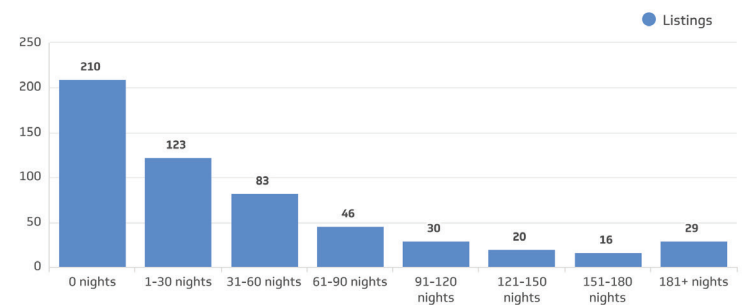
● 0 bathrooms [1%]
● 1 bathroom [39%]
● 2 bathrooms [37%]
● 3 bathrooms [18%]
● 4+ bathrooms [4%]
● unknown [2%]

Estimated Annual Revenue



● \$0k [38%]
● \$0k-\$5k [33%]
● \$5k-\$10k [11%]
● \$10k-\$25k [14%]
● \$25k-\$50k [3%]
● \$50k+ [1%]

Est. Annual Nights Rented



Greater Golden Hill CPA

451

Active listings in jurisdiction

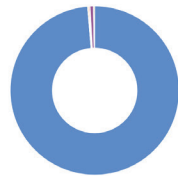
448

Listings in jurisdiction that fit STR definition

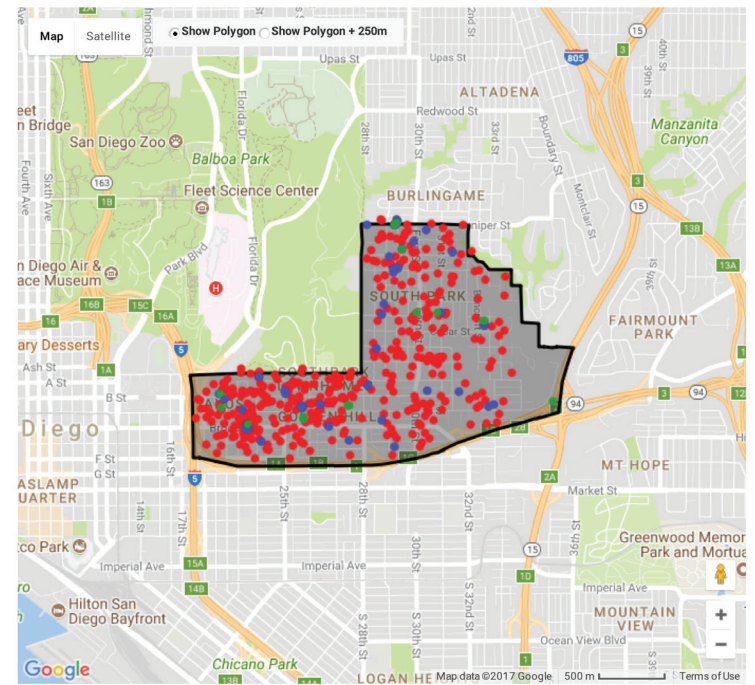
375

Unique properties in jurisdiction that fit STR definition

Minimum Nights



- 1-7 nights [99%]
- 8-14 nights [0%]
- 15-21 nights [0%]
- 22-29 nights [0%]
- 30+ nights [1%]
- Not specified by Host [0...]



Listing types

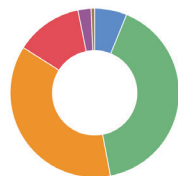


- Single Family [50%]
- Multi Family [47%]
- Unknown [4%]



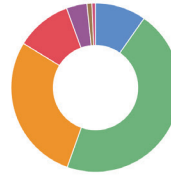
- Partial Home [22%]
- Entire Home [78%]
- Unknown [0%]

Nightly Rate

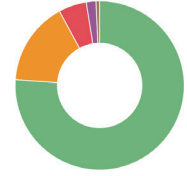


- \$0-\$50 [6%]
- \$50-\$100 [41%]
- \$100-\$200 [37%]
- \$200-\$400 [13%]
- \$400+ [3%]
- not provided [1%]

Bedrooms / Bathrooms

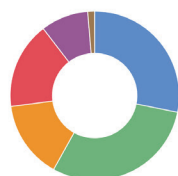


- 0 bedrooms [10%]
- 1 bedroom [46%]
- 2 bedrooms [28%]
- 3 bedrooms [11%]
- 4 bedrooms [4%]
- 5+ bedrooms [1%]
- unknown [1%]



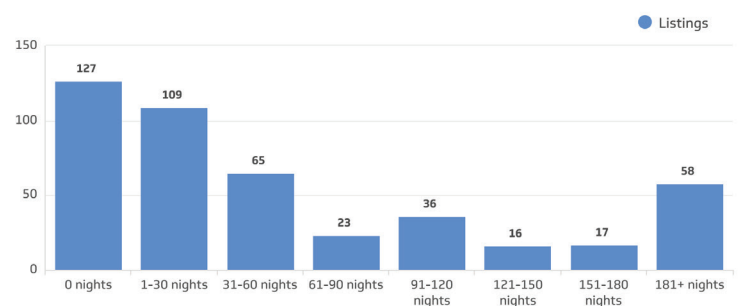
- 0 bathrooms [0%]
- 1 bathroom [76%]
- 2 bathrooms [16%]
- 3 bathrooms [5%]
- 4+ bathrooms [2%]
- unknown [1%]

Estimated Annual Revenue



- \$0k [28%]
- \$0k-\$5k [30%]
- \$5k-\$10k [15%]
- \$10k-\$25k [17%]
- \$25k-\$50k [9%]
- \$50k+ [1%]

Est. Annual Nights Rented



Short-Term Rentals In the City of San Diego: An Economic Impact Analysis

October 2017

Prepared by
Alan Nevin, Director
Economic Research Division
Xpera Group

For
Share San Diego
HomeAway/Expedia
Austin Texas

Introduction

Xpera Group has undertaken and now completed an analysis of the short-term lodging industry in the City of San Diego. An earlier study on the same topic was completed by the National University System Institute of Policy Research in October 2015.

This study has five elements:

- Section 1: The Economic Benefits of Short-term Lodging to the City and County of San Diego.
- Section 2: The Short-Term Lodging Market and Its Effect on Hotel Occupancy and Rates
- Section 3: The San Diego Traditional Housing Market
- Section 4: The Short-Term Lodging Market in the City of San Diego & Its Effect on the Availability of Housing; and
- Section 5: Research on the California and San Diego tourism/hotel market.

Facts and data for this study were gathered from the U.S. Census Bureau, U.S. Department of Commerce, San Diego Tourist Authority, City of San Diego's Treasurer's office, San Diego Port District, San Diego County Assessor, Voice of San Diego, HomeAway, Airdna.co, Airbnb, Expedia, STR, Dean Runyan Associates, TNS Travel America, CBRE and from Xpera Group's extensive database. All exhibits note the source of the data.

We wish to acknowledge the cooperation of the National University System Institute of Policy Research. For the most part, we followed its methodology and, when, possible, utilized the same sources of data. We also received data directly from the short-term lodging industry.

Study Purpose and Key Findings

The purpose of this study is to assess the economic and fiscal impacts of the short-term lodging market on the City of San Diego and to assess the relationship between short-term lodging market and both the hotel market and the traditional long-term residential sale and rental markets.

Short-Term Lodging and Effect on the Hotel Market

We have reviewed numerous studies on the effect of short-term lodging and the hotel market in the United States in preparation for this study.

The San Diego County hotel market in 2016 had among the highest occupancy rates and highest revenues per room of all the major tourism metropolitan areas in the United States. Projections for 2017 indicate that the favorable trend will continue.

The City of San Diego hotel market shares in the County's hotel market's occupancy and room rate success in recent years.

Much of the health of the hotel market relates to the general economic health of the economy and, as important, the growth of the foreign visitor market, particularly the Chinese visitor market.

A substantial portion of the short-term lodging market is not a candidate for traditional hotel rooms, either because of budgetary considerations or because hotel room configurations do not appeal to the family market or larger parties traveling together and who want the privacy of an entire residence.

Most studies indicate that total short-term lodging nights in the U.S. are equal to approximately 2.4% of total hotel room nights, a percentage that is anticipated to increase over the next few years.

We have reached the conclusion that short-term lodging as a percent of total occupied room nights is less than 3.0% and that a substantial portion of that 3.0% would not utilize traditional hotels because of cost (particularly in high occupancy periods) and preference to be in a private residence or share a residence.

The Short-Term Lodging Market and its Effect on the Rental Housing Market

The short-term lodging market is growing internationally and certainly within the city and county of San Diego.

Its growth is somewhat limited by the prohibition of short-term lodging in professionally managed apartment and condominium projects and in several better-quality master-planned communities.

The short-term lodging market consists of three types of lodging: **room-sharing, private room in an owner or renter-occupied residential unit**; and the **rental of an entire residence**.

This study concentrates on the rental of an entire residence when the owner or renter is not in residence for a substantial portion of the year and therefore the unit would not be available to the traditional owner-occupied or rental market.

The Economic Benefits to the City and County of Short-Term Lodging

We have concluded that the direct effect of **spending on short term lodging in the City of San Diego will be almost \$300 million in 2017**. In addition, there is indirect and induced spending of another \$200+ million that relates to the multiplier effect of direct dollar expenditures.

In addition, the City will have sales tax generation of almost \$700,000.

In total, in 2017, we project that the short-term lodging business will produce almost \$500 million in the City of San Diego.

In addition, the short-term lodging industry will create more than 3,000 jobs in the City in 2017.

Exhibit 1

**Economic Impact &
Employment Generation
Short-Term Lodgers
City of San Diego
2017 (P)**

Category	Total Output (\$Millions)	Employment
Direct Effect Expenditures	\$ 286,955,443	1,674
Lodging	\$ 193,093,700	
Non-Lodging (1)	\$ 93,861,743	
Indirect & Induced Effect		
Indirect Effect	\$ 31,941,000	194
Induced Effect	\$ 162,240,000	1,240
Total Indirect & Induced Effect	\$ 194,181,000	1,435
Sales Tax Generation	\$ 683,189	
Total	\$ 481,819,632	3,109

(1) Assume 75% spent in the City of San Diego (the total amount is \$125,148,991)

Source: Indirect & induced effect based on National University study & IMPLAN model

Section 1: The Economic Benefits of Short-Term Lodging to the City and County of San Diego

In this section, we determine the economic benefits of short-term lodging for the City of San Diego. The spending falls into two categories: lodging and non-lodging:

Section 1-1: TOT from Spending on Lodging

Based on TOT collected in the first six months of 2017, we project that the total to be collected in 2017 will be more than \$19 million. It is likely that as the collection procedures get more sophisticated the City's TOT will grow faster than the number of nights rented.

Exhibit 2

Projected Room Nights and Gross Revenues Short-Term Lodging City of San Diego 2017 Annual			
Listing Type	Total Nights (1)	Avg. Rental (2)	Est. Gross Revenue (\$)
Whole Home	616,236	\$ 300	\$ 184,870,800
Private Room(3)	77,420	\$ 100	\$ 7,742,000
Shared Room(3)	6,870	\$ 70	\$ 480,900
Total	700,526	\$ 276	\$ 193,093,700

(1) Entire home based on Airbnb data
 (2) Based on AirBnb & Other Firms
 (3) Based on a five day avg stay.



These figures relate to the \$110,000,000 total computed three ago in the National University study, reflecting a substantial increase in bookings and rates.

In order to avoid exaggeration of revenues, we have assumed that the gross revenues shown above represent the entire short-term lodging market in the City of San Diego. As noted earlier, actual room night totals from multiple sources are not available, though we know that virtually all short-term lodging units are listed on multiple sites.

Section 1-2: Non-Lodging Spending

Non-lodging spending includes meals and beverages, entertainment, local transportation and other items that visitor typically spend. Based on a CIC Visitor Study the typical “visitor group” spends \$200 per night in addition to lodging.

Exhibit 3

Estimated Non-Lodging Spending Entire House Short-Term Lodgers City of San Diego 2017				
Entire House				
Category	Spending Per Group Per Night (1)	Groups	Total \$	Subject to State & Local Taxes
Meals & Beverages	\$ 84.21	616,236	\$ 51,893,234	Yes
Retail (non-food)	\$ 41.30	616,236	\$ 25,450,547	Yes
Entertainment	\$ 16.54	616,236	\$ 10,190,078	No
Local Transportation	\$ 15.43	616,236	\$ 9,508,521	No
Groceries/Misc.	\$ 42.98	616,236	\$ 26,485,823	No
Total	\$ 200.46	616,236	\$ 123,528,204	

(1) updated from 2015 CIC Visitor Study



We assumed that the \$200.46 would be for an entire home lodging. In addition to the entire house short-term lodgers, we add the private room and room-sharing spending at 50% and 25% of the amount of the entire home spending.

In total, the spending on non-lodging totals \$125,148,991, as shown here:

Exhibit 4

**Estimated Non-Lodging Spending
Short-Term Lodgers
City of San Diego
2017**

Category	Entire House			Private Room			Room-sharing			Subject to State & Local Taxes
	Spending Per Group Per Night (1)	Groups	Total \$	% Spending (of Entire House)	Total \$	Groups	Total \$	% Spending (of Entire House)	Total \$	Total Spending
Meals & Beverages	\$ 84.21	616,236	\$ 51,893,234	50%	\$ 42.11	15,484	\$ 651,954	25%	\$21.05	\$ 28,926
Retail (non-food)	\$ 41.30	616,236	\$ 25,450,547	50%	\$ 20.65	15,484	\$ 319,745	25%	\$10.33	\$ 14,187
Entertainment	\$ 16.54	616,236	\$ 10,190,078	50%	\$ 8.27	15,484	\$ 128,022	25%	\$ 4.13	\$ 5,680
Local Transportation	\$ 15.43	616,236	\$ 9,508,521	50%	\$ 7.72	15,484	\$ 119,459	25%	\$ 3.86	\$ 5,300
Groceries/Misc.	\$ 42.98	616,236	\$ 26,485,823	50%	\$ 21.49	15,484	\$ 332,751	25%	\$10.75	\$ 14,764
Total	\$ 200.46	616,236	\$ 123,528,204	50%	\$100.23	15,484	\$1,551,930	25%	\$50.11	\$68,857
										\$ 125,148,991

(1) updated from 2015 C/C Visitor Study



Section 1-3: Total Direct & Indirect Spending

Tourism spending falls into two basic categories; Direct and Indirect/Induced Expenditures.

Direct expenditures are those dollars expended by short-term lodgers on their lodging and non-hotel expenditures such as food, entertainment and rental cars.

Indirect and induced expenditures are those that are part of the multiplier effect. For example, when the owner of a lodging facility then spends their proceeds on personal items like food or entertainment that creates another round of consumer spending.

The exhibit below details the expenditures. The exhibit also projects the number of jobs created by short-term lodging. For 2017 we have projected that short-term lodging will create more than 3,000 jobs.

Exhibit 5

Economic Impact & Employment Generation Short-Term Lodgers City of San Diego 2017 (P)		
Category	Total Output (\$Millions)	Employment
Direct Effect Expenditures	\$ 286,955,443	1,674
Lodging	\$ 193,093,700	
Non-Lodging (1)	\$ 93,861,743	
Indirect & Induced Effect		
Indirect Effect	\$ 31,941,000	194
Induced Effect	\$ 162,240,000	1,240
Total Indirect & Induced Effect	\$ 194,181,000	1,435
Sales Tax Generation	\$ 683,189	
Total	\$ 481,819,632	3,109

(1) Assume 75% spent in the City of San Diego (the total amount is \$125,148,991)

Source: Indirect & induced effect based on National University study & IMPLAN model

The multiplier effect (indirect and induced) was determined through the use of an economic model created by the U.S. Department of Commerce 30 years ago (when we first used it in a study) and has been refined since. It is a highly sophisticated model that explains the ripple effect of spending in the economy, by industry.

Section 2: The Short-Term Lodging Market and Its Effect on Hotel Occupancy and Rates

The short-term lodging market has been a staple of European countries for decades and has only recently become a factor in accommodating persons touring in America.

Section 2-1: The Short-Term Lodging Market

The short-term lodging market in the U.S. has blossomed of late largely because of the opportunities that have availed themselves on the web. Major sites such as HomeAway and VRBO have dramatically broadened the opportunity for travel, both in the U.S. and abroad.

It has been of particular significance for persons who cannot afford traditional hotel accommodations, especially in the key marketplaces that attract the most tourists, like New York, Los Angeles, Washington, D.C., Orlando and San Diego. It has been a particular boon for the family market because of the ability to house a couple with children in an entire home or condominium for rent.

In addition, there has been a substantial expansion of foreign visitations in the past few years, heavily from the Far East and predominantly Chinese. This foreign visitor expansion has been a major positive factor in hotel occupancy in the popular tourist cities, both in the U.S. and in Europe.

Exhibit 6

Hotel & Short Term Lodging Occupancy Selected U.S. Metropolitan Areas 2017		
Metro	Hotel	Short Term Lodging (1)
Los Angeles	80.8%	60.0%
San Francisco	84.6%	61.0%
Seattle	75.8%	61.0%
Boston	75.1%	60.0%
Washington DC	71.1%	63.0%

(1) % of total facilities available in period tested

Source: Brookings Institution, 2017; & Expedia



The **Pew Research Center** recently completed an in-depth survey of the “shared” economy. The study reported that 11% of American adults have used online services such as HomeAway or VRBO to obtain lodging overnight in a private residence. The study showed that those using the shared facilities included a broad range of ages, ethnicity, education and income.

The short-term lodging reports that its occupancy rates for available facilities is typically half the occupancy rate of hotels in major metropolitan areas around the U.S. that have the highest occupancy rates.

Exhibit 7

Short Term Lodging's Share of Weekday Hotel Demand Seven Metropolitan Areas United States January 2014-July 2016			
Area	2014	2015	2016
Boston	0.5%	1.0%	1.6%
Los Angeles	1.8%	3.1%	4.7%
Miami	1.6%	2.6%	1.8%
New Orleans	0.7%	1.1%	2.0%
San Francisco	2.1%	2.6%	3.3%
Seattle	0.6%	1.2%	2.1%
Washington DC	0.4%	0.7%	1.2%
Average	1.1%	1.8%	2.4%

Source: STR Study, July 2016



STR, a leading hotel research firm, recently completed a “Short Term Lodging and Hotel Performance Study.” The study only focused on “entire homes an/d condominiums.” Its findings did not include shared housing. Its findings were interesting:

- As of July 2017, the hotel industry has recorded its 77th consecutive month of revenue-per-available-room growth.
- Short term lodging occupancy generally was highest in markets where hotels had high occupancy.

- Hotel occupancy was significantly higher than short term lodging occupancy.
- While short term lodging's share of total accommodation supply (i.e., short term lodging and hotel rooms) was growing, its share of market demand and revenue still was generally below 3.0%.
- Short term lodging guests typically lodged longer than the average hotel guest, with roughly half of short term lodging room nights coming from trips of seven days or longer.
- Short term lodging guests tend to be much younger than hotel guests and have a higher percentage of females than hotels.
- The number of nights during which hotels have experienced 95% or higher occupancy has gradually increased, rising from 15 in 2010 to 71 in 2016.
- In those high occupancy periods, hotels saw no degradations of their rate premiums which were 35% higher than their regular rates.

As part of the study, which examined seven major metropolitan areas including Los Angeles and San Francisco, short term lodging's share of weekday demand has increased steadily in the past three years, but in most cases, did not rise above 3.0%.

Section 2-2: Short-Term Lodging as % of the Hotel Market, San Diego County

Exhibit 8

Based on dollar figures that the City of San Diego provided to us, the City collected \$15.6 million in short-term lodging TOT in 2016 and based on the first half of 2017 **will collect more than \$19.0 million in 2017**. This short-term total represents a 200% increase over 2015. We attribute this to the major short-term lodging websites that only recently (fall 2015) began to withhold short-term lodging TOT.

Transient Occupancy Tax Collected Short Term Lodging City of San Diego 2015-2017		
Year	\$ Collected	Index
CY 2015	\$ 9,599,728	1.00
CY 2016	\$ 15,601,797	1.63
2017 (thru July)	\$ 11,344,472	
CY 2017 (Projected)	\$ 19,447,666	2.03

Source: City of San Diego



Based on research in other markets and the given strength of the local hotel market, it is difficult to arrive at a conclusion other than that the short-term lodging market has had a minimal and/or negligible effect on the hotel market.

We have reached the conclusions that short-term lodging as a percent of total occupied room nights is less than 3.0% and that a substantial portion of that 3.0% would not utilize traditional hotels because of cost (particularly in high occupancy periods) and a preference to be in a private residence or share a residence.

Exhibit 9

Short-Term Lodging as % of Hotel Market San Diego County 2016	
Total Occupied Hotel Rooms Nights	17,130,123
Short-Term Lodging Nights	456,825
% Short-Term as % of Hotel Nights	2.7%



Section 3: The San Diego Traditional Housing Market

As a background for a discussion of the short-term occupancy market, we have prepared data on the number of housing units in the County and the City of San Diego.

The City of San Diego has 66% of the County's owner-occupied housing and 44% of its renter-occupied housing.

Exhibit 10

Percentage of Housing Stock Owner-Occupied & Renter-Occupied City of San Diego and San Diego County				
	City of San Diego	Other County	County of San Diego	City as % of County
Category	No.	No.	No.	
Total Owner-Occupied	454,574	234,026	688,600	66%
Total Renter-Occupied	257,804	326,396	584,200	44%
Total	712,378	560,422	1,272,800	56%

Source: 5-Year Avg., American Community Survey, U.S. Census



Within the City of San Diego, of the total housing inventory, 64% is owner-occupied and 36% renter-occupied.

This study will focus on owner-occupied housing for this reason:

Renter-occupied housing is typically bound by leases that prohibit subletting, although it is difficult to monitor home-sharing as long as the renter is in residence. Also, it would be difficult to monitor a situation where tenants rent their unit while they go on a vacation. In any event, home-sharing would rarely have an effect on the overall supply and demand of rental housing.

Exhibit 11

Household Type & Tenure City of San Diego		
Category	No.	%
Owner-Occupied		
Single Family	227,287	
Condominium	168,228	
Other	59,059	
Total Owner-Occupied	454,574	64%
Renter-Occupied		
Single Family	57,158	
Condominium	22,357	
Apartment	178,289	
Total Renter-Occupied	257,804	36%
Total	712,378	100%

Source: 5-Year Avg. American Community Survey, U.S. Census



Within the rental housing category, there are a substantial number of homes and condominiums in the Pacific Beach area that have been rented to the vacation market for decades and have never really been part of the local housing stock. It has proven difficult to accurately document the total number in that category.

Thus, we will focus on the 227,287 single family homes and 168,228 condominiums in the City. We do not envision a situation where mobile homes or other owner-occupied forms of housing are part of the short-term lodging inventory.

Our research indicates that many, if not most, homeowner associations have taken a strong stand against short-term vacation renters and often levy substantial fines for violations.

Similarly, several major master-planned communities, like Del Sur, have also placed prohibitions on short-term rentals.

We should note that the City Council and Mayor of the City of San Diego are newly putting forth an effort to alleviate the housing shortage. This effort is focused on producing both new sale and rental housing, particularly in transit-oriented locations.

Section 4: The Short-Term Lodging Market in the City of San Diego & Its Effect on the Availability of Housing

The short-term housing market in San Diego County has grown exponentially in the past few years, mirroring the growth of that industry in other major metropolitan areas.

It is segmented into three categories: entire home, private room and room-sharing.

Documenting the total number of housing units involved in short-term lodging is rather difficult for these reasons:

- Currently, virtually all of the City's TOT revenues come from the major short-term lodging firms like HomeAway and VRBO, but they do not represent the entirety of the market, by far, especially for the rental of private rooms and room-sharing.
- Virtually all property owners of short-term lodging units advertise on multiple listing sites, so adding the listings of the major firms together would produce outlandishly misleading numbers.
- The number of sites listed changes substantially from month to month as many, or perhaps most, units are not available on a regular basis.
- Research on short-term lodging is only now beginning to get the attention of major research firms and the academic world. To have accurate lodging figures, the research firms would need the databases of the major short-term lodging firms in order to eliminate duplication of housing units. Achieving that on a national scale is a daunting exercise.
- Each of the major short-term lodging firms keep its statistics on different models and often prefer not to share the data with independent research firms.
- The major short-term lodging firms have different market strategies. For instance, HomeAway only rents "entire homes" while Airbnb rents entire homes, private rooms and room-sharing.

Section 4-1: The Size of the Local Short-Term Lodging Market

On the following exhibit, we show the estimated total number of short-term lodging “listings” for the month of June 2017 for both the City of San Diego and the County. Two-thirds of the listings are in the City of San Diego.

Also, two-thirds of the listings are for entire homes (detached or attached).

Exhibit 12

Snapshot: Short-Term Lodging Listings City and County of San Diego Month of June 2017				
Type	City of San Diego		County of San Diego	
	Total Units	%	Total Units	%
Whole Home	5,138	69.1%	7,946	68.9%
Private Room	2,059	27.7%	3,293	28.6%
Shared Room	239	3.2%	291	2.5%
Total	7,436	100.0%	11,530	100.0%

Source: various listing sources



Note: Estimated active short-term rental users in the City of San Diego with at least three bookings in the most recent calendar year. Estimates multiple listings and duplicates have been removed.

We can also note that the industry is changing. The private room and shared room lodging is declining as a percent of the business of the major web-based lodging firms.

In this exhibit, we show the percentage of listings on short term lodging firms for the months of June in 2015, 2016 and 2017. The “whole home” listings as a percent of the total are nearing 70%.

Exhibit 13

Snapshot: Short-Term Lodging Listings Selected Web-Based Firms City San Diego 2015, 2016 2017(P)						
Type	2015		2016		2017	
	Total Units	%	Total Units	%	Total Units	%
Whole Home	1,977	63.3%	3,196	65.4%	5,138	69.1%
Private Room	1,052	33.7%	1,569	32.1%	2,059	27.7%
Shared Room	95	3.0%	119	2.4%	239	3.2%
Total	3,124	100.0%	4,884	100.0%	7,436	100.0%

Source: Airdna.co and others



Note: Estimated active short-term rental users in the City of San Diego with at least three bookings in the most recent calendar year. Estimates multiple listings and duplicates have been removed.

Also notable is the more than doubling of listings between 2015 and 2017 in all three lodging categories.

We are unable to project the continuing trajectory of this pattern but suspect the short-term lodging market will continue to grow.

Section 4-2: Listings and Bookings

Exhibit 14

In the City of San Diego, the number of listings of entire homes is anticipated to pass the million level in 2017, resulting in more than 600,000 bookings. The bookings to listings ratio continues to increase and is now approaching 60%.

Taking a snapshot of the listings and bookings in the month of June in 2015, 2016 and 2017, it is evident that the volume of both bookings and listings continues to increase, but also the percent booked is accelerating. We have projected that in 2017, some 80% of listings will be booked.

Total Nights Listed and Booked Entire Homes Selected Web-Based Firms City San Diego Annual 2015, 2016, 2017 (P)			
Type	2015	2016	2017
Listings	351,367	811,547	1,040,614
Bookings	182,271	432,430	616,236
% Booked	51.9%	53.3%	59.2%

Source: Airdna.co and others



Note: Estimated active short-term rental users in the City of San Diego with at least three booking in the most recent calendar year. Estimates multiple listings and duplicates have been removed.

Exhibit 15

Booking to Listing Ratios Selected Web-Based Firms City San Diego Month of June 2015, 2016, 2017									
Type	2015			2016			2017		
	Listing	Booked Listings	%	Listing	Booked Listings	%	Listing	Booked Listings	%
Whole Home	1,977	1,260	63.7%	3,196	2,492	78.0%	5,138	4,267	83.0%
Private Room	1,052	645	61.3%	1,569	1,130	72.0%	2,059	1,599	77.7%
Shared Room	95	45	47.4%	119	80	67.2%	239	125	52.3%
Total	3,124	1,950	62.4%	4,884	3,702	75.8%	7,436	5,991	80.6%

Source: Airdna.co and others



Note: Estimated active short-term rental users in the City of San Diego with at least three bookings in the most recent calendar year. Estimates multiple listings and duplicates have been removed.

Section 4-3: Conclusions on Number of Homes in the Short-term Lodging Market in the City of San Diego

During the course of this study, we have been in contact with HomeAway, Airdna.com (a short-term lodging research firm) and short-term lodging rental firms.

Based on our research, we estimate that the total number of “entire” short term lodging housing units (homes and condominiums) that are in the City of San Diego at the present time is in the range of 5,000-7,500.

This range is based on the assumption that HomeAway, VRBO and Airbnb rentals (eliminating duplication of listings with other web-based services) represent 70-80% of the total short-term rental homes available in the City of San Diego.

Also taken into account, but not documentable, are the number of homes that are only in the short-term lodging business for part of the year. One of our sources who specializes in beach rentals said that many of their listings are vacation home owners who only use the home a few weeks a year and occasionally rent the homes for short-term lodging. For that reason they are not and have not been part of the traditional housing market.

In the unincorporated area of San Diego County, we learned that in fiscal year 2016-2017 the County collected TOT on 243 residences. The City of San Diego was unable or unwilling to provide us with that same information.

We also assume that most of the listing inventory is in the lands that straddle the I-5 between Ocean Beach and La Jolla.

On balance, our research indicates that in the City of San Diego, approximately 1.0% of the home and condominium inventory is devoted to short term lodging.

Section 4.4: The Economics of Short-Term Lodging for an Owner/Lessor

An owner must calculate the profitability of operating a residential unit as a year-round short-term lodging accommodation.

It is one option to lease out your residence while you are on a vacation, but yet another if you are to devote a residence to full-time short-term lodging.

Our analysis indicates that a residence becomes profitable as a short-term lodging business if the rents can be high enough and if a unit can be occupied more than the industry average of 40%.

In metropolitan areas where hotel rates and occupancies are high, and that the residence is well-located, it is logical to assume that it will be possible to far exceed the 40% average and obtain the rents necessary to be profitable.

Recent research has indicated that owners of second homes in strong locations are increasing as a percent of the total short-term lodging market.

Thus, based on our pro-forma below, on a year-round basis, it would be necessary to achieve an average rent of up to \$275 per night with a 50% year-round occupancy in order to match or exceed the rent the unit could obtain as a traditional rental unit. In most locales, we believe that level of rent would be difficult to obtain on a year-round basis.

Exhibit 16

Economics of Owning a Short-Term Lodging Unit "Entire Unit" City of San Diego		
Typical Market Rent in Urban Core:	\$2,500	\$2,500
Months	12	12
Total Annual Potential Income	\$30,000	\$30,000
Short-term Lodging Rate	\$225	\$275
Days	365	365
Total Potential Revenue - Annual	\$82,125	\$100,375
Occupancy Rate (industry average)	50%	50%
Net Revenue	\$ 41,063	\$ 50,188
Deduct (monthly)		
Utilities	\$ 150	\$ 150
Furnishings and Upkeep	\$ 50	\$ 50
Housekeeping	\$ 250	\$ 250
Sub-Total - Monthly	\$ 450	\$ 450
Annual	\$ 5,400	\$ 5,400
Commission to on-line Service as booking fee (1)		
Percent	3.0%	3.0%
Amount	\$ 1,232	\$ 1,506
TOT		
Percent	10.00%	10.00%
Amount	\$ 4,106	\$ 5,019
Total Cost of Operation	\$ 10,738	\$ 11,924
Net	\$ 30,324	\$ 38,263
Net Per Month	\$ 2,527	\$ 3,189

(1) renter pays 10+% fee for service



Section 4-5: The Short-Term Lodging Conundrum: Pacific Beach (92109)

We want to single out a discussion of Pacific Beach (92109). It is the most popular beach resort for tourists visiting San Diego. It has, unfortunately, an extremely limited number of hotel rooms.

The dearth of hotel rooms relates to a 1972 Citizen's Initiative that placed a 30' foot height limit on construction in the beach areas. As a result, the only two hotels of substance in the Pacific Beach area are now 40+ years of age and preceded the Initiative.

As a result of the dearth of modern hotel space near the beach, a substantial portion of the housing inventory (homes, apartments and condominiums) is rented out to vacationers. Some of the units are rented from September through May as regular apartments but are then available only for summer guests at summer short-term rates.

We have been unable to document the percent of housing units in this category. Theoretically, TOT is paid on units rented for less than 30 days, but the documentation is sparse.

Section 5: The California and San Diego Tourism/Hotel Market

In Section 5, we discuss the travel and hotel markets in both the state of California and San Diego County.

Exhibit 17

Section 5.1 Travel in California

California tourism is an industry of enormous proportions. In 2016, it is estimated to encompass **spending** of \$126 Billion, directly support 1.1 million jobs with earnings of \$45.4 billion and generate \$4.9 billion in local taxes and \$5.3 billion in state taxes.

California ranks as the number one state for **foreign tourism**. As in the past, Mexico is first in trips to California with Canada in second place both in the 2011 and 2017 survey. The major surprise is the substantial increase in visitors from China. This year it is forecasted that the number of visitors to California from China will match the total from Canada and move into third place for visitations.

Travel Industry Facts State of California 2016	
Direct Spending	\$126 Billion
Jobs Supported	1,096,000 Jobs
Job Earnings	\$45.4 Billion
Local Taxes Generated	\$4.9 Billion
State Taxes Generated	\$5.3 Billion

Source: U.S. Dept. of Commerce



Exhibit 18

International Trips to California (000) Top 6 Countries 2011-2017 (f)					
Country of Origin	2011		2017 (f)		% Increase
Country	No.	Rank	No.	Rank	
Mexico	6,844	1	7,574	1	10.7%
Canada	1,476	2	1,558	2	5.6%
United Kingdom	656	3	688	4	4.9%
Australia	550	4	599	5	8.9%
Japan	548	5	558	6	1.8%
China	470	6	1,513	3	221.9%
Total	14,464		17,178		18.8%

Source: Tourism Economics, CIC Research, OTTI



Section 5.2: San Diego Tourism Ranking

Within California, San Diego County is the second most popular metropolitan area visited, with Los Angeles in first place and Anaheim/Orange County and the San Francisco Area in third and fourth place.

As with metropolitan areas visited, San Diego ranked second in direct **travel-generated employment**, once again behind Los Angeles with Orange, Riverside and San Francisco in third, fourth and fifth place, respectively.

In terms of **travel-generated tax revenue** per household in California, San Diego ranked third with \$543 dollars per household. In this category, Los Angeles is in first place with San Francisco in second place. San Diego was followed by Orange and Alameda Counties in fourth and fifth place.

Exhibit 19

Metropolitan Areas Visited Visitors to California	
Metropolitan Area	%
Los Angeles	22.7%
San Diego	15.4%
Anaheim/Orange County	14.9%
San Francisco Area	14.6%
Sacramento	8.2%

Source: TNS Travel America



Exhibit 20

Direct Travel-Generated Employment Top Five Counties California 2010-2016		
Rank	County	Employment
1	Los Angeles	151,290
2	San Diego	79,230
3	Orange	72,970
4	Riverside	49,130
5	San Francisco	40,850

Source: Dean Runyan Associates



Exhibit 21

Travel-Generated Tax Revenue Per Household Top Five Counties California 2016		
Rank	County	Rev Per HH (Millions)
1	Los Angeles	\$ 1,172
2	San Francisco	\$ 723
3	San Diego	\$ 543
4	Orange	\$ 446
5	Alameda	\$ 165

Source: Dean Runyan Associates



Section 5.3: Total Visitations and Economic Impact to San Diego County

CIC Research prepares annual studies of visitations to San Diego County. They segment the count into day visitors and overnight visitors.

In 2016, they estimated a total of 30.4 million visitors, 17.4 million, or 57% of whom lodged overnight. Between 2010 and 2016, the visitor count increased by 4.0 million, or 15.5%. It is important to note that the increases have been steady, with gains each year since 2010.

Exhibit 22

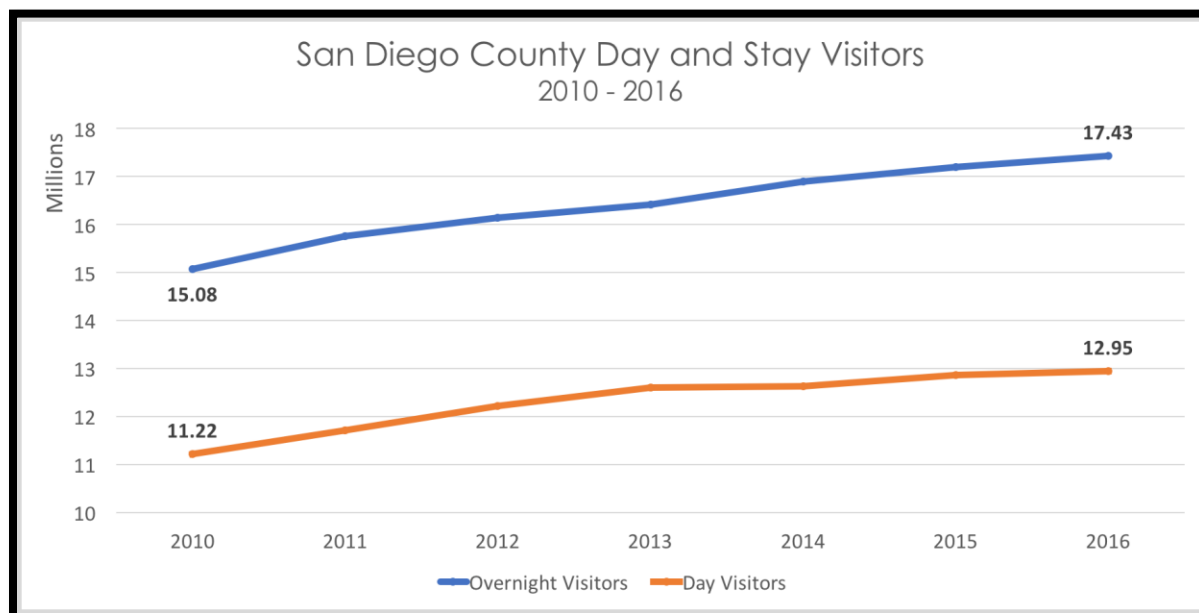
Day and Stay Visitors San Diego County 2010-2016							
Type	2010	2011	2012	2013	2014	2015	2016
Day Visitors	11,224,000	11,713,000	12,219,000	12,613,000	12,638,000	12,862,000	12,952,000
Overnight Visitors	15,080,000	15,760,000	16,136,000	16,420,000	16,892,000	17,202,000	17,427,000
Total	26,304,000	27,473,000	28,355,000	29,033,000	29,530,000	30,064,000	30,379,000

Increase % 2010-2016		
Day Visitors	1,728,000	15.4%
Overnight Visitors	2,347,000	15.6%
Total Visitors	4,075,000	15.5%

Source: CIC Research



Exhibit 23



Employment Generation

Based on a study by Dean Runyan Associates prepared for the state of California, 140,000 jobs were generated by the tourism industry in 2016, an increase of 23% since 2010. The largest single category was “accommodations and food service”, accounting for 58.6% of total employment generation.

Exhibit 24

Employment Generated by Travel Spending San Diego County 2010-2016				
Category	2010	2016	Change 2010-2016	
			No.	%
Accommodations & Food Service	65,600	82,300	16,700	25%
Arts, Entertainment & Recreation	30,900	37,100	6,200	20%
Retail	9,700	10,900	1,200	12%
Ground Transportation	3,700	4,700	1,000	27%
Visitor Air Transportation	800	1,000	200	25%
Other Travel	3,600	4,400	800	22%
Total	114,300	140,400	26,100	23%

Source: Dean Runyan Associates



Visitor Spending

CIC Research has calculated that visitor spending in San Diego County in 2016 was \$10.4 billion, a highly positive change of almost 50% since 2010. Similarly, the regional impact of \$17.2 billion in 2016 is anticipated to increase by a like percentage in 2017.

Exhibit 25

Visitor Spending & Regional Impact San Diego County 2010-2016				
City	2010	2016	Change 2010-2016	
			\$	%
Visitor Spending	\$ 7,079,553,000	\$ 10,401,646,000	\$ 3,322,093,000	46.9%
Total Regional Impact	\$ 11,681,262,450	\$ 17,162,715,900	\$ 5,481,453,450	46.9%

Source: CIC Research



Section 5.4 Transient Occupancy Tax Collections and Hotel Occupancy and Revenues per Room

Transient Occupancy Tax (TOT) is levied on long and short-term accommodations in most cities of San Diego County. In total, the County collections totaled \$266.9 million in 2016. **Of that total, 76% of the collections were in the City of San Diego.**

In the City of San Diego, in 2016, TOT totaled \$202.8 million. Of perhaps the most interest is that of the total TOT gain Countywide from 2010 to 2016, **97% was in the City of San Diego**

Exhibit 26

TOT Collections by City San Diego County 2010-2016				
City	2010	2016	Change 2010-2016	
			\$	%
San Diego	\$ 128,113,063	\$ 202,803,871	\$74,690,808	58%
Carlsbad	\$ 12,909,042	\$ 14,689,728	\$ 1,780,686	14%
Coronado	\$ 8,910,953	\$ 10,437,496	\$ 1,526,543	17%
Chula Vista	\$ 2,492,190	\$ 2,473,022	\$ (19,168)	-1%
Oceanside	\$ 2,351,759	\$ 4,174,210	\$ 1,822,451	77%
Other	\$ 35,021,484	\$ 31,675,577	\$ (3,345,907)	-10%
Total	\$ 189,798,491	\$ 266,941,802	\$ 77,143,311	41%
City of San Diego as % of County	67%	76%	97%	

Source: San Diego Tourism Authority



Hotel Occupancy and Rates

The hotel market in San Diego County is one of the strongest in the Nation, with occupancy rates second only to Las Vegas. In 2016, average occupancy rates Countywide were 77.1% and higher, 79.1% in the City of San Diego. Of equal importance, occupancy rates have continued to climb in each year since 2010.

Exhibit 27

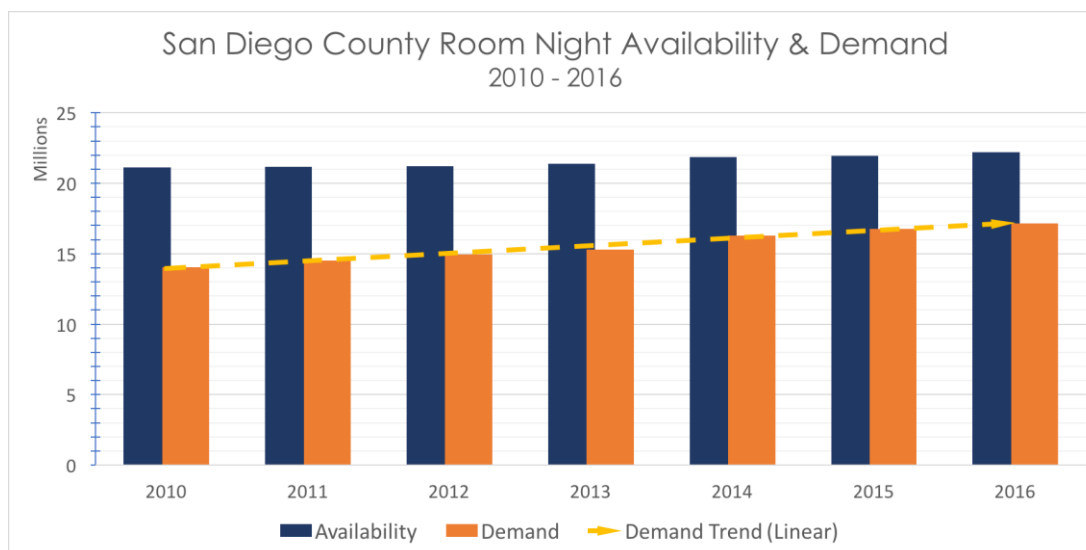
Room Night Availability & Demand San Diego City & County 2010-2016						
Year	City of SD			SD County		
	Availability	Demand	Demand as % of Availability	Availability	Demand	Demand as % of Availability
2010	13,905,679	9,495,703	68.3%	21,119,365	14,021,915	66.4%
2011	14,815,837	10,504,087	70.9%	21,159,822	14,534,022	68.7%
2012	14,687,387	10,706,768	72.9%	21,208,982	14,954,684	70.5%
2013	14,653,795	10,806,649	73.7%	21,393,259	15,304,937	71.5%
2014	14,649,820	11,239,481	76.7%	21,849,276	16,293,488	74.6%
2015	14,594,521	11,457,128	78.5%	21,941,628	16,744,838	76.3%
2016	14,730,836	11,652,376	79.1%	22,220,804	17,130,123	77.1%

Source: San Diego Tourism Authority



In 2010, in the City of San Diego, occupancy rates were 68.3% and have climbed to 79.1% in 2016.

Exhibit 28



Of equal importance, REVPAR (revenue per room) has continued to climb in both the County of San Diego and the City of San Diego. Since 2010, in the City of San Diego, REVPAR has moved upward from \$124 per night to \$162 per night in 2016, an annual gain of 6.1%, far outpacing the inflation rate (CPI) in the same timeframe.

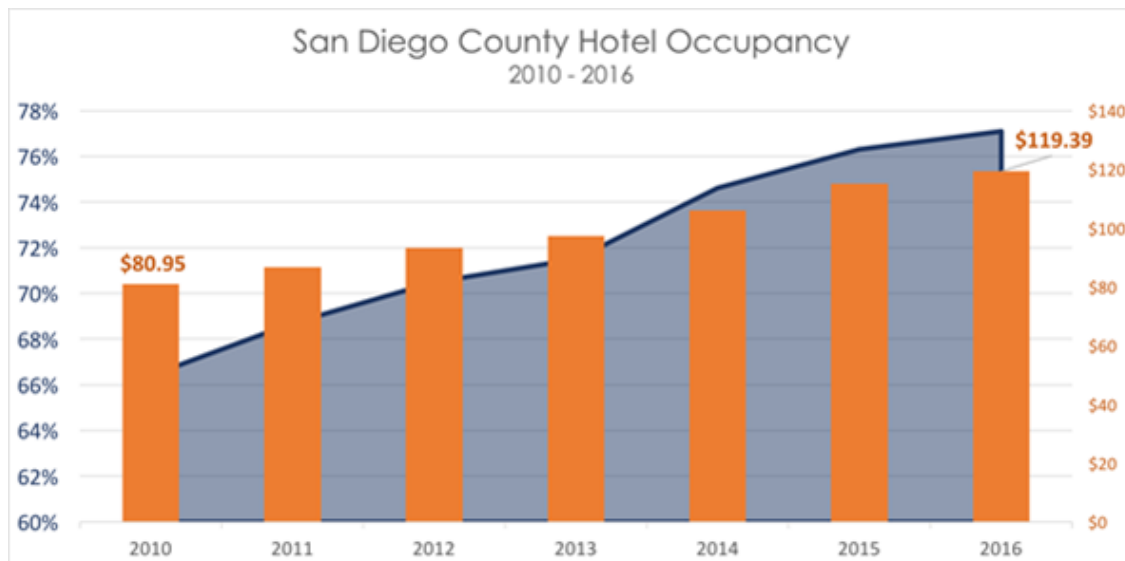
Exhibit 29

Hotel Occupancy & REVPAR San Diego City & County 2010-2016				
Year	City of SD		SD County	
	Occupancy	REVPAR	Occupancy	REVPAR
2010	68.3%	\$ 123.83	66.4%	\$ 80.95
2011	70.9%	\$ 131.18	68.7%	\$ 86.58
2012	72.9%	\$ 136.11	70.5%	\$ 93.14
2013	73.7%	\$ 141.03	71.5%	\$ 97.17
2014	76.7%	\$ 147.78	74.6%	\$ 105.97
2015	78.5%	\$ 157.53	76.3%	\$ 115.04
2016	79.1%	\$ 161.87	77.1%	\$ 119.39

Source: San Diego Tourism Authority



Exhibit 30




In downtown and near the coast, REVPAR was substantially higher than the city-wide and County-wide averages, as shown here:

Exhibit 31

Hotel Occupancy & REVPAR Selected Areas City of San Diego June 25-July 1 2017		
Area	% Occupancy	REVPAR
Downtown	88.6%	\$ 183
Mission Bay	92.8%	\$ 205
Pt. Loma / Airport	90.2%	\$ 137
Mission Valley	87.6%	\$ 124
La Jolla / Coastal	87.2%	\$ 224

Source: STR



Section 5.5: Hotel Construction

Given the continually high occupancy and growing REVPAR, hotel developers have sensed the need for more hotel space in San Diego.

In the following exhibit, we show the hotels that have been completed in the downtown area since 2015 as well as those under construction and in planning.

In total, 1,168 rooms have been completed since 2015, with another 775 rooms under construction and 3,964 rooms in planning.

Exhibit 32

Planned, Under Construction and Recently Completed Hotels Downtown San Diego and Vicinity as of Mid-Year 2017						
Name	Developer	Address	Site Sq.Ft.	Rooms	Levels	Status
Courtyard by Marriott	J Street Hospitality	453 Sixth Ave.	n/a	90	14	Complete 10/2015
Marriott Springhill Suite	Lankford	Lane Field	n/a	250	20	Complete 4/2016
Marriott Residence Inn	Lankford	Lane Field	n/a	147	20	Complete 4/2016
Hilton Garden Inn & Springhill Suites	T2 Development - Tarsadia /GLJ	Fat City site	62,291	364	6	Complete 9/2016
Pendry	Robert Green & Co. & Montage	5th Avenue at J St.	n/a	317	12	Complete 5/2017
Intercontinental	Lankford /Intercontinental	Lane Field	n/a	400	22	Under Construction
Carte Hotel & Suites	JR Legacy Holdings	401 West Ash St.	19,981	240	14	Under Construction
Canopy	Hilton	702 Island Avenue	n/a	135	22	Under Construction
Barracks Hotel	McMillin & Untitled Hospitality	Liberty Station	n/a	90	2	Planned
n/a	former carleton site	10th & Market	10,000	n/a	n/a	Planned
7th & Island Hotel	J Street Development	NWC 7th & Island	27,500	324	20	Planned
Moxy	J Street Hospitality	E/S 6th btn. E & F	7,500	126	8	Planned
Manchester Pacific Gateway	Manchester	Harbor Drive	n/a	1,390	n/a	Planned
Ritz Carlton	Cisterra	7th & Market	60,000	160	n/a	Planned
Sixth Ave. Suites	San Diego Hope Partners/Behram Baxter	e/s 6th Btn. Beech & Ash	7,500	98	9	Planned
Crown Plaza	Intercontinental Hotels	7th and Ash	n/a	186	18	Planned
Staybridge Suites	Intercontinental Hotels	8th and Ash	n/a	146	18	Planned
Liberty Station (3 hotels)	McMillin & Inermountain Mgt LLC	Liberty Station	653,400	650	n/a	Planned
Sunroad Harbor Island Hotel	Sunroad	Harbor Island	n/a	175	4	Planned
Hilton Bayfront Addition	Hilton	next to Hilton	n/a	500	18	Planned
AC Gaslight	Marriott	5th btn. F & G	n/a	119	7	Planned
Completed				1,168	20%	
Under Construction				775	13%	
Planned				3,964	67%	
Total				5,907	100%	

Source: Xpera Group Database



In addition, there are hotels that have been recently completed, under construction and in planning elsewhere in the County, mostly in those communities straddling the I-5 freeway and/or at the casinos.

The County has an almost complete dearth of hostels and other moderate priced visitor lodging. As a result, short-term rentals have become a partial substitute for that visitor lodging type in San Diego.

Section 5-6: Convention Center

Exhibit 33

The City of San Diego's convention center maintains one of the highest occupancy rates in the Nation with a 74% occupancy rate projected for 2017. The rate of occupancy has steadily climbed each year since 2010.

A third phase of the convention center is in planning although the completion date is not certain. The third phase will allow San Diego to compete for the larger National conventions and, of course, create substantial additional demand for accommodations of all types.

Annual Occupancy Convention Center San Diego 2010-2016

Year	%
2010	65%
2011	61%
2012	64%
2013	62%
2014	65%
2015	68%
2016	66%
2017 (f)	74%

Source: San Diego
Convention Center Corp.



Section 5.7: Cruise Ship Passengers

It is highly likely that the hotel occupancy rates would be higher than they are today if the cruise ship business has not dissipated in the past few years, as many of the passengers extend their vacations by visiting San Diego either before or after their cruise.

In 2008, San Diego hosted almost 1.0 million passengers. Most of their cruises were Mexican-bound. In that timeframe, there was considerable press about drug-related murders and other assorted crimes in Mexico. As a result, the cruise ship business plummeted 80% to a low of 182,693 passengers in 2014 and has now stabilized and is very gradually increasing. As that business returns, it will drive higher occupancy in the downtown and coastal hotels.

Exhibit 34

Cruise Ship Passengers Port of San Diego 2008-2016

Year	Ships	Passengers	Index
2008	279	991,559	100%
2009	224	813,822	82%
2010	209	779,721	79%
2011	125	396,018	40%
2012	84	254,774	26%
2013	79	208,812	21%
2014	70	182,693	18%
2015	73	183,136	18%
2016	69	198,399	20%

Source: Port of San Diego
Annual Report



Methodology

The methodology used in this report closely follows that of the National University study from 2015. We did have the benefit of data that was not previously available as a result of newer data-collecting methods and a broader range of research sources.

The most difficult research relates to accurately determining the number of available short-term lodging facilities and their percent of utilization. We relied substantially on HomeAway, Airdna.co and Airbnb for input data on that subject. We are confident that our findings are statistically accurate within ranges of data, but hesitate to put “exact numbers” on the findings.

In recent years, the number of on-line services that provide short-term lodging facilities has expanded exponentially as have the number of persons using those on-line services, as room-sharing and private-room lodging have become more acceptable and have therefore allowed a far larger segment of the population to vacation with modest budgets.

Data on spending is not an exact science, but we did have several sources that led us to what we consider realistic findings. In many cases, we know we understated spending for non-hotel items like food and beverages. We were not able to determine accurately spending on such venues as gaming casinos or other major event spending like horse racing, Legoland, SeaWorld or the Zoo, or, for that matter, a day at Disneyland or Tijuana.

We also estimated that 75% of non-lodging expenditures would be within the City of San Diego. That conclusion is logical but certainly not result from scientific methodology.

Xpera Group

Xpera Group is the West Coast's most comprehensive team of construction consultants and strategic advisors for the built environment. Having started as a construction forensics firm in 2009, we have expanded our offerings over the years to deliver specialized expertise to clients at all phases of the development process.

Having assembled more than 50 highly experienced construction professionals in virtually every specialty trade, we are uniquely qualified to serve a wide range of clients, including contractors, developers, legal and insurance professionals, and property owners.

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In today's world, gathering the statistical data for a market research report is the easy part. Achieving a deeper understanding of the various market forces at play on a specific project requires a more sophisticated approach.

Xpera Group's economic research division is led by Alan Nevin, one of the West Coast's leading real estate economists. With decades of proven experience in both economics and real estate development, he specializes in producing **market strategy studies**, which represents a major departure from traditional **market research reports**. What is the distinction? Most market research reports include a multitude of pages filled with statistics on the economy and market, followed by brief conclusions and a summary of project recommendations. What is inevitably missing is the most critical element—the strategy and analysis that connect the statistics to the recommendations. That's where we shine.

Having performed over 1,000 market studies across the United States and as a former chief economist for the California Building Industry Association, Nevin is uniquely positioned to help ensure your project has the best strategy for success.

Economic & Market Research Studies

- Feasibility Studies for residential and commercial development
- Economic Overviews, Forecasting and Trending – Major Metropolitan Areas
- Residential and commercial property valuations
- Fiscal impact reports
- Public sector redevelopment area strategies for growth and repositioning

Litigation Support

- Expert Witness – Deposition and Trial Testimony for: Valuation, Damages, Proper Professional Practices and Industry Standards
- Supporting Research & Analysis – Assist Attorneys in Case Strategies, Asset Valuation, Calculated Damages, Financial Feasibility and Proforma Analysis, Market Trends and Conditions
- Mediation – Negotiate Settlements on Real Property Disputes, Negotiate Settlements for Damages and Loss of Value

Real Estate Advisory

- Succession planning for families and businesses
- Developing strategies on real estate holdings to meet changing goals
- Dissolution of marital assets and allocation of holdings
- Analysis of portfolios and strategies for the future
- Valuation of investments, properties in development and limited partnership interests

Overview of Prior Council Actions

Over the last two years, the City Council has held multiple Council and Committee meetings, with numerous hours of testimony, in an attempt to develop effective and enforceable regulations that address the complex issues related to STROs. Multiple views have been presented on the matter, including several past Council District memos, dating back to February 2015.

On November 1, 2016, the City Council voted 7-2 to request the Mayor's Office bring forward a framework for a comprehensive ordinance, and later an enforcement plan to allow for and regulate short-term rentals. The direction was to draft an ordinance that addresses the issues and concerns raised in various hearings, memos, letters, reports and public testimony on the topic.

Following Smart Growth and Land Use (SG&LU) Committee direction on March 24, 2017, City staff developed three different regulatory proposals that would allow whole-home and home-share rentals, each with varying requirements based on the number of rooms and guests and issuance of an operating permit. Staff intended to present the items before Council on October 23, 2017.

In September of 2017, City staff received City Council member memoranda outlining certain regulatory frameworks with the expressed intent to have those incorporated into an ordinance.

- City Councilmember Barbara Bry proposed, among other provisions, allowing primary residents to seek permits to rent out their primary residences up to a maximum of 90 days (STRO Only) and limit the number of permits to one per primary resident.
- City Councilmembers Chris Ward, Mark Kersey, Scott Sherman and David Alvarez wrote a memo proposing, among other provisions, a three-night minimum stay in coastal zones and a requirement that a responsible person be in possession of a premises for at least a year before applying for STRO permit, if it is not the responsible person's primary residence.

On October 17, 2017, the City Attorney's Office issued a memorandum that raised potential legal concerns about the two Council proposals. In response, SG&LU Committee Chairman Sherman requested the City Council cancel the hearing scheduled on October 23, 2017, to allow time to work through those issues.

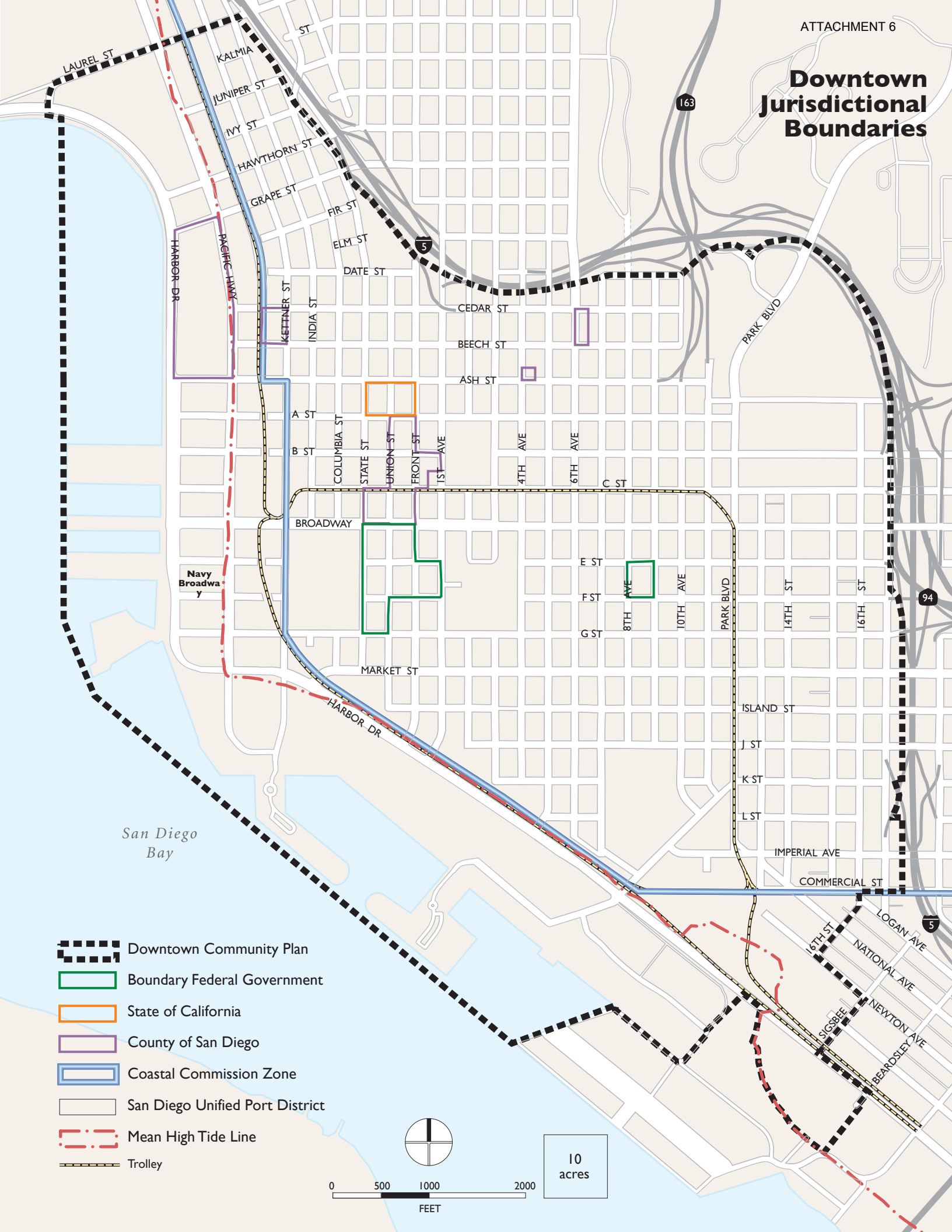
Pursuant to a request from Smart Growth and Land Use Committee Chair Sherman on November 13, 2017, given the amount of public testimony on the subject, staff brought forward the respective council offices' proposed regulations directly to City Council on December 12, 2017 for consideration and action. At this public meeting, the City Council was unable to reach a majority vote, therefore none of the proposals were approved.


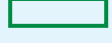



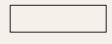


Legend

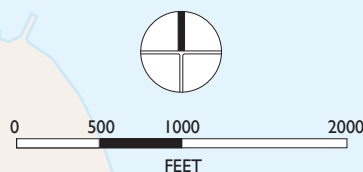
-  Residential (36 Units Per Acre)
 Neighborhood Recreation
 Neighborhood Commercial
 Mission Deach Park (Delmont Park)
 Parking
 Schools
 Community Boundary
 Body of Water

[illegible]

Downtown Jurisdictional Boundaries



-  Downtown Community Plan
-  Boundary Federal Government
-  State of California
-  County of San Diego
-  Coastal Commission Zone
-  San Diego Unified Port District
-  Mean High Tide Line
-  Trolley



10
acres

