



COUNTY OF LOS ANGELES TREASURER AND TAX COLLECTOR

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TREASURER AND TAX COLLECTOR

September 29, 2025

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TO: Supervisor Kathryn Barger, Chair
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FROM: Elizabeth Buenrostro Ginsberg
Treasurer and Tax Collector

SUBJECT: **REPORT ON IMPROVING ENFORCEMENT OF THE COUNTY'S
SHORT-TERM RENTAL ORDINANCE (ITEM NO. 12, AGENDA OF
JULY 1, 2025)**

On July 1, 2025, the Board instructed the Treasurer and Tax Collector (TTC), in collaboration with the Los Angeles County Sheriff's Department (LASD), Department of Regional Planning (DRP), Department of Consumer and Business Affairs (DCBA), and County Counsel, to provide a written report back to the Board in 90 days on the County's Short-Term Rental (STR) Ordinance (Ordinance) that includes the following:

Implementation Overview

TTC successfully implemented the Ordinance by focusing on community engagement and leveraging technology to improve compliance. A critical first step was a comprehensive outreach campaign that included multiple communication channels to ensure broad awareness in the community. TTC updated the STR webpage and Frequently Asked Questions (FAQs) and initiated a mass mailing to prospective STR operators. In collaboration with Countywide Communications, TTC also published an article in the Countywide Newsletter and aired a Public Service Announcement on the County channel.

Following the outreach campaign, TTC deployed a new STR tracking system that automated several key compliance requirements. The new system dramatically improved TTC's ability to monitor and pinpoint STRs requiring intervention by proactively identifying potential operators across more than 30 hosting platforms. TTC also established a 24-hour complaint hotline (213-371-1070) and an [online portal](#) for members of the public to submit STR-related complaints. Additional information regarding STRs is also available on TTC's [STR webpage](#).

Challenges and Gaps in Enforcement

To address enforcement challenges and gaps, TTC strengthened the enforcement framework by establishing an interdepartmental workgroup with key departments comprised of administrative staff including the District Attorney, LASD, DRP, DCBA, and County Counsel. This collaboration combined with the deployment of the new STR tracking system, streamlined internal processes, improved handoffs and referrals, and enabled TTC to draw on shared expertise to effectively tackle enforcement protocols specific to complex cases.

Additionally, TTC refers delinquent fines and fees to collections to incentivize compliance, and notifies hosting platforms of illegal listings to request de-listing at the source.

Coordination of Enforcement Efforts

The interdepartmental workgroup collaborates closely for effective enforcement. This includes sharing information regarding complex cases and identifying roles and resources amongst departments to ensure clear handoffs and referrals. These efforts provide a unified and efficient approach to address the complexities of STR activities that cross partner departments' jurisdictional authority.

Resident Concerns and Enforcement Response

On February 15, 2025, TTC operationalized a 24-hour complaint hotline and website for residents to report STR-related concerns. To date, TTC has received 103 complaints, of which 47 have been resolved by obtaining a STR Registration Certificate or ceasing STR activity and 56 remain active. Of the 56 active complaints, 42 have been investigated and 33 have been escalated and received a Notice of Non-Compliance. The remaining nine are pending additional inspections.

In addition to actively investigating complaints and escalating enforcement actions, TTC strengthened community education by consistently attending a variety of community meetings and outreach events, and by updating the Department's STR webpage and FAQs highlighting compliance requirements for hosts. As of September 24, 2025, the revised STR webpage received 1,682 views.

Identification of Non-Advertised STRs

TTC utilized evidence of rental activity received from complaints submitted through the hotline as "reasonable suspicion" to initiate enforcement action. This development expedited enforcement efforts particularly for STRs not advertised through traditional STR advertising channels as the evidentiary threshold is less than initially anticipated. This enhanced capability, combined with evidence of rental activity, allows TTC to more

Each Supervisor
September 29, 2025
Page 3

proactively pinpoint non-compliant operators and substantiate enforcement activities and address appropriately.

Conclusion

TTC continues to be committed to interdepartmental collaboration and will continue outreach efforts by providing community-based education to effectively address compliance challenges and foster a greater understanding of the Ordinance's requirements. In pairing enforcement and education, TTC will optimize programmatic resources and focus on initiatives to encourage communities to comply responsibly.

Should you have any questions, please contact me directly or your staff may contact Lisa Proft, Chief Deputy Treasurer and Tax Collector at (213) 974-0418 or lproft@ttc.lacounty.gov.

EBG:LP:DB:NA:rd

c: Los Angeles County Sheriff's Department
Chief Executive Officer
County Counsel
Department of Consumer and Business Affairs
Department of Regional Planning