

**Airbnb in Jersey City**  
**Fact Sheet on Ordinance 19-077**

**WHY ARE MAYOR FULOP AND THE CITY COUNCIL ASKING YOU TO VOTE  
“YES” FOR MUNICIPAL QUESTION #1?**

Mayor Fulop and the City Council worked with Jersey City residents to pass a law that puts RESPONSIBLE and FAIR regulations on short-term rentals like Airbnb. This is a question of whether you want Airbnb rentals to continue to operate with no regulations (a “no” vote as favored by Airbnb) or whether you want common-sense regulations that protect neighborhoods (a “YES” vote supported by Mayor Fulop and City Council).

**WHY DOES AIRBNB SAY THIS IS A BAN?**

This ordinance is NOT a ban, but Airbnb has decided that lying to voters is their best shot at convincing residents to vote no. Airbnb is focused only on increasing their corporate profits, so they are spending millions of dollars asking people to vote no so to avoid playing by any basic rules. They are lying to the public by describing the ordinance as a ban. You can read the ordinance for yourself here and you will see who is being truthful.

**WHAT REGULATIONS ARE INCLUDED IN THIS LAW?**

The proposed law does 5 primary things that protect residents and neighborhoods:

1. It requires Airbnb rentals to follow basic rules about noise, trash, parking, and safety codes. This is just common sense, and it makes sure that our neighborhoods and everyone living and visiting them are protected.
2. It requires that Airbnb units register with the city just like any other business, so that the city can track and regulate them, and so that there is transparency for the community that lives around them.
3. It requires Airbnb operators to be residents of Jersey City and to operate no more than 1-2 units at a time. This way people can rent their homes to supplement their income, but we won't allow out-of-town real estate companies to buy 10 homes on a block, only to turn them all into hotels, ultimately increasing housing costs for residents while decreasing affordable housing.
4. It puts a 60-day-per-year cap on the total amount of time that a property can be rented without an owner or agent being available on-site. This is a reasonable rule that would allow a teacher, for example, to supplement his/her income while spending the summer at the shore and prevents homes from being turned into fulltime hotels, 365 days per year.

5. It would restrict rental units from being sublet to Airbnb operators. The reason for this is that there are management companies that rent dozens of homes at a time that should instead be available for rent by our residents who need it the most. When these homes are handed over to Airbnb operators, it increases housing and rental costs for regular residents because reduces our city's housing supply.

## **WHY DO WE NEED THIS ORDINANCE?**

- In the past 3 years, the number of Airbnb units in Jersey City has risen by 500%, from only 600 in 2016 to 3,000 today.
- Because there are no rules for short-term rentals in Jersey City, the growth of Airbnb is causing a spike in noise, parties, trash and waste on city sidewalks, and reduced parking availability for Jersey City residents.
- Many Airbnb hosts are commercial operators, renting dozens of Airbnb units at the same time. Unlike responsible Airbnb hosts, these operators don't have an investment in the neighborhood, and many don't even live in Jersey City.
- NYC is shutting down its large Airbnb operations, which means that the commercial operators there will be looking to reopen somewhere nearby without regulations. Jersey City will be an obvious option if new regulations aren't implemented.
- More big Airbnb operators in Jersey City means less housing for actual residents. Studies show that this drives up rents. In NYC, a study by the city comptroller showed that Airbnb has resulted in a \$380 rental increase for the median tenant.

## **WHAT CAN I DO TO HELP?**

Vote YES! Airbnb has committed to spending millions of dollars to protect their shareholders and spread misinformation to force a no vote in their favor. Even though the Jersey City ordinance contains the same rules that Airbnb has agreed to in other cities like Boston, they view Jersey City as a place they can bully into protecting their profits. We need your help to educate the public on the importance of voting YES for reasonable regulations. If you are interested in protecting your neighborhood, please consider putting up a house sign or volunteering by emailing email us at [voteyesjc@gmail.com](mailto:voteyesjc@gmail.com).