Nr. 9 20150611 Re 5th agreements

[redacted]

Van: [redacted] <[redacted]@airbnb.com>
Verzonden: donderdag 11 juni 2015 14:59
Aan: [redacted]
CC: [redacted]@airbnb.com; [redacted]
Onderwerp: Re: June 5th agreements

+ [redacted] who is our new amazing public policy colleague who will focus on Amsterdam :-)

On Thu, Jun 11, 2015 at 11:37 AM, [redacted] <[redacted]@airbnb.com> wrote:
+ [redacted] as FYI

On Thu, Jun 11, 2015 at 11:35 AM, [redacted] <[redacted]@amsterdam.nl> wrote:

Good morning,

As promised – our agreements following the first evaluation of the MOU last Friday.

Please let me know if these comply with yours so we can formalize it and get some more great work done.

An update on the social housing issue. This week we had an explosive debate in the city council on social housing and holiday rental.

Our city Board and city council oppose to holiday rental in social hosing corporations and alderman Ivens will talk to the corporations about this.

In this regard it would be very unwise and counterproductive if you would start talking to them now. This is not in line with what we talked about last week. If the word comes out that you are talking to them, it will be a serious shit storm in terms of PR and politics. Please let us know where you stand and if you agree on holding those talks for now.

MOU

1.3: level playing field

- A formal letter urging them to collaborate from alderman Ivens will be send out to other platforms before July 1th. Various platforms respond differently. No concrete collaborations yet (also see 3 for communication on this issue).

3: information on municipal policy

In general both Airbn and the municipality are happy with the tone in communication and the loyalty from both parties to one another in this regard.

- Positive press/ Communication about the collaboration (or lack of it) with other platforms as a contrast to our collaboration. Momentum for communication is the letter that Alderman Ivens is sending out to other platforms before July. We will explore the possibilities for using this momentum and have our comm's people be in touch.

- Municipality will deliver info in English (in pdf due to technicalities)

- Before summer Airbnb will send out the first information email by the end of June (this month). Airbnb will make a first draft – and coordinate this with the municipality (c o- production, not to be send out before agreement on the draft).

- Dashboard alert; we agreed on a pilot for the coming months. An alert will pop up after 60 days. It will include the maximum of 4 people. The exact words are to be discussed. Both parties will not communicate in any way about this during the pilot. The municipality will be able to use this information in the evaluation (March 2016).

- Suggestion; a day counter on the dashboard. Airbnb will discuss the option.

4: cooperation for the purpose of prevention

- On removing the bad actor mentioned Airbnb needs something more substantial because this is not part of the MOU. Albert will talk to and will get back to Airbnb on it ASAP.

- Enforcement is increasing, there is more budget and more focus on enforcement. The municipality is getting up to speed with digital means of enforcement, using technology to search websites, next to the traditional means of enforcement. As long as the municipality's efforts are within the law, Airbnb has no objection to these means of enforcement.

- Once there are request for removal, we will work on a format together to smoothen the process of removal

Other

- Communication on tax revenue: the tax office is legally not allowed to share information on individual tax payers. Any communication on tax incomes due to the agreement between Airbnb and the city is therefor not debatable. Having said that- we will make a strategy for communicating in the long run (someone will figure it out and use it for communication/news). Municipality will make a first draft before the end of summer. For now we stick to the law and the message that we give no information on individual tax payers.

- The municipality proposed a mutual survey amongst Airbnb hosts, towards the evaluation. Airbnb is open to this proposal. The municipality will make a proposition on timing and content (before the end of summer).

- Host meet up was a success and can be repeated, including presence from the municipality

- CHECK UPDATE IN EMAIL ABOVE!!! Social housing; Airbnb will start talks with corporations (Key and Ymere first). Airbnb will keep the municipality updated and the municipality will join- in a later stadium (if appropriate). All communication about this should be in close collaboration (its politically explosive stuff).

- Airbnb will get the municipality in touch with the San Fransisco team (djadja?) who works on progressive solutions. The new team members on Airbnb will be introduced as well.

[redacted] will send the IOS research on holiday rental to Airbnb

- Next evaluation: October

- For now the Sharing City Agreement and the MOU are separate paths. Towards the evaluation we will keep discussing the possibility of one agreement.

Could you forward this email to [redacted] and [redacted] and [redacted] new partner-in crime.

And let me know if these agreements are accurate .

Have a great day,

[redacted]

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