No on Proposition F: A People-to-People Movement

Airbnb is a **people-to-people platform** and a lifeline for people who need **supplemental income**.

Airbnb **democratizes travel** and is comprised of people from more than **191 countries**, many of whom never thought they could afford to **explore the world**.

And it is a community made up of people who are **good neighbors in cities worldwide**.
1. THE AIRBNB COMMUNITY IN SF: THE PEOPLE-TO-PEOPLE VOTING BLOC

The Airbnb Community in San Francisco

- 21 years lived in San Francisco
- 90% of hosts share their primary residence
- 75% depend on Airbnb to stay in their home
- $11k annual earnings from home sharing

Today, the Airbnb Community is 17 percent of San Francisco

<table>
<thead>
<tr>
<th>Airbnb Hosts</th>
<th>6,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airbnb Guests</td>
<td>132,400</td>
</tr>
<tr>
<td>Airbnb Community</td>
<td>138,400</td>
</tr>
</tbody>
</table>

(Or, 17% of San Franciscans)

Let’s put that in perspective.
Airbnb hosts in every Supervisorial District

From Day One, We Knew Our Community Was Active, Engaged and Supported Home Sharing

JULY 2015 POLLS ON PROP. F AMONG AIRBNB USERS
56% OPPOSE
35% SUPPORT
+21%

2. THE POLITICAL POWER OF THE PEOPLE-TO-PEOPLE NETWORK
AIRBNB-LED EFFORTS FOCUSED ON HIGHLIGHTING, ORGANIZING AND MOBILIZING OUR COMMUNITY

SF-11: HOSTS REPRESENTING EVERY SUPERVISORIAL DISTRICT

SMALL BIZ: MORE THAN 2000 SMALL BUSINESS SUPPORTERS
AIRBNB-LED EFFORTS FOCUSED ON HIGHLIGHTING, ORGANIZING AND MOBILIZING OUR COMMUNITY

SF-11: HOSTS REPRESENTING EVERY SUPERVISORIAL DISTRICT

SMALL BIZ: MORE THAN 2000 SMALL BUSINESS SUPPORTERS

IN-PRODUCT: MESSAGING ACROSS HOST AND GUEST PORTALS ON PLATFORM

Strength in the Field — On the Doors and on the Phones
With a Focus on Members of the Airbnb Community

Knocked on 285,000 doors

Knocked 63,000 doors during GOTV alone

Dialled more than 285,000 San Francisco voters

Almost 2,000 volunteer shifts completed

In total, the No on F Campaign held 105,000+ conversations with San Francisco voters
HOST-LED EFFORTS INCLUDED SELF-ORGANIZING, DIRECT ADVOCACY, AND MEDIA OUTREACH

CLUBS: HOME SHARERS OF SF + DEMOCRATIC CLUB

DIGITAL MEDIA: NO ON F WEBSITE, TWITTER AND FACEBOOK PRESENCE

We are San Franciscans Against Prop F

Vote “NO” on Prop F, The City of San Francisco Initiative to Restrict Short Term Rentals.
To Date, This Post Has Been Viewed 175,000+ Times

I Have Read Prop F, and It is Worse Than You Think

Disclosure: I'm a long-time SF resident who wants people to read things before they vote on them, especially if they're really hard to fix. I was not compensated by anyone for anything you're about to read. There's more about me at the end of the post, if you're interested.

Update, Sept. 29: Since this blog post went viral, the Shaze Better site finally added a link to the legal text of Prop F.

Update, Oct. 15: Here's a fresh exploration of the months-long PR campaign.

When Bruce Bennett lost his job in February, he and his husband, Lawrence Gordon, turned to renting out a spare bedroom in their home on Airbnb to help make ends meet.

The San Francisco couple lives in the Sunnyvale neighborhood near Glen Canyon Park and the Glen Park Bart station, making their home a desirable location for tourists or business people visiting the city. Even after Bennett found a new job this spring, the couple has continued to rent out the room in order to supplement their incomes and help pay for medical expenses and their aging-dog's veterinary bills.

"It has allowed us to keep our home," Bennett told the Bay Area Reporter. "I need a knee replacement but I am putting it off because I am a
We all know it’s getting harder for many of us to afford to remain in our beloved San Francisco. One way many of us are making ends meet is by short-term renting a spare room in our homes. This flexible source of income can make the difference between staying afloat and having to leave San Francisco. Proposition F on the Nov. 3 ballot, which imposes additional restrictions on short-term rentals and encourages neighbors to sue neighbors, threatens to unnecessarily take away this option. Vote no on F.
Places around the world are embracing home sharing:
- Paris
- Amsterdam
- San Francisco
- Portland
- Chicago
- Malibu
- North Carolina
- Oakland
- Oregon
- Palo Alto
- Philadelphia
- Phoenix
- Rhode Island
- San Diego
- San Jose
- Washington D.C.
- Washington State

And Airbnb is working with governments to help our community pay hotel taxes.

Similar to San Francisco, this community is primarily **middle class families** who care deeply about home sharing.

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**The Airbnb Community Nationally**

- 50% of hosts earn less than median income
- 19 years lived in current hometown
- 58% depend on Airbnb to stay in home
- 14% raise for typical family
- 77% of hosts share the home they live in
- 62% of host households are families
- 16% of hosts are union households/families
Strength in Numbers: Airbnb Community a Formidable Force in Cities Across the United States

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco</td>
<td>56,773</td>
<td>138,238</td>
<td>837,442</td>
<td>17.0%</td>
</tr>
<tr>
<td>Seattle</td>
<td>25,012</td>
<td>77,203</td>
<td>652,405</td>
<td>11.8%</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>17,917</td>
<td>71,044</td>
<td>658,893</td>
<td>10.7%</td>
</tr>
<tr>
<td>Miami</td>
<td>6,577</td>
<td>22,897</td>
<td>417,650</td>
<td>5.5%</td>
</tr>
<tr>
<td>Denver</td>
<td>7,362</td>
<td>32,866</td>
<td>649,495</td>
<td>5.1%</td>
</tr>
</tbody>
</table>

The Airbnb Community is a Formidable Constituency — and Growing

<table>
<thead>
<tr>
<th>Measure</th>
<th>2013</th>
<th>Growth</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airbnb users in the United States</td>
<td>978,000</td>
<td>+312%</td>
<td>4,031,000</td>
</tr>
</tbody>
</table>

NRA members in the United States: 5.1m
Sierra Club members in the United States: 2.4m
Teachers in the National Education Association: 2.9m
Human Rights Campaign members: 1.5m

Voters in communities across the country support Airbnb according to a recent poll**

**CONDUCTED BY DAVID BINDER RESEARCH FROM 10/17-30 IN 8 CITIES GLOBALLY. N=3200.

Q. Some cities have proposed legislation that would restrict middle class families’ right to use Airbnb to rent out their own home on a short-term basis. Would you support this type of legislation in [city]?

<table>
<thead>
<tr>
<th>City</th>
<th>Support</th>
<th>Oppose</th>
<th>Net Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle</td>
<td>32%</td>
<td>58%</td>
<td>+26</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>37%</td>
<td>49%</td>
<td>+12</td>
</tr>
<tr>
<td>San Francisco*</td>
<td>45%</td>
<td>55%</td>
<td>+10</td>
</tr>
<tr>
<td>New York</td>
<td>33%</td>
<td>52%</td>
<td>+19</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>24%</td>
<td>57%</td>
<td>+33</td>
</tr>
<tr>
<td>Denver</td>
<td>25%</td>
<td>61%</td>
<td>+36</td>
</tr>
<tr>
<td>Millenials</td>
<td>31%</td>
<td>59%</td>
<td>+28</td>
</tr>
<tr>
<td>Overall</td>
<td>33%</td>
<td>53%</td>
<td>+20</td>
</tr>
</tbody>
</table>

*Based on November 3, 2015 election results
When Undecided Voters in San Francisco Heard Our Message, They Broke in Our Favor

<table>
<thead>
<tr>
<th>POLLING DATE</th>
<th>YES</th>
<th>NO</th>
<th>UNDECIDED</th>
<th>NET YES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 18-21</td>
<td>36%</td>
<td>49%</td>
<td>15%</td>
<td>-13</td>
</tr>
<tr>
<td>Oct. 25-28</td>
<td>36%</td>
<td>55%</td>
<td>9%</td>
<td>-19</td>
</tr>
</tbody>
</table>

Q. If an elected official supported restricting middle class families’ right to use Airbnb to rent out their own home on a short-term basis, would you be more likely to support them or more likely to oppose them?

Voters are More Likely to Oppose Politicians Who Don’t Support Home Sharing

<table>
<thead>
<tr>
<th></th>
<th>Support</th>
<th>Oppose</th>
<th>Net Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle</td>
<td>28%</td>
<td>44%</td>
<td>+16</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>27%</td>
<td>42%</td>
<td>+15</td>
</tr>
<tr>
<td>San Francisco</td>
<td>36%</td>
<td>32%</td>
<td>-4</td>
</tr>
<tr>
<td>New York</td>
<td>29%</td>
<td>34%</td>
<td>+5</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>20%</td>
<td>42%</td>
<td>+22</td>
</tr>
<tr>
<td>Denver</td>
<td>17%</td>
<td>48%</td>
<td>+31</td>
</tr>
<tr>
<td>Millennials</td>
<td>26%</td>
<td>47%</td>
<td>+21</td>
</tr>
<tr>
<td>Overall</td>
<td>26%</td>
<td>40%</td>
<td>+14</td>
</tr>
</tbody>
</table>

Voters — Especially Airbnb Users — Likely to Take Action to Fight Legislation Restricting Home Sharing

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>Airbnb Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle</td>
<td>56%</td>
<td>70%</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>47%</td>
<td>74%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>48%</td>
<td>60%</td>
</tr>
<tr>
<td>New York</td>
<td>44%</td>
<td>74%</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>34%</td>
<td>68%</td>
</tr>
<tr>
<td>Denver</td>
<td>43%</td>
<td>73%</td>
</tr>
<tr>
<td>Millennials</td>
<td>50%</td>
<td>—</td>
</tr>
<tr>
<td>Overall</td>
<td>45%</td>
<td>—</td>
</tr>
</tbody>
</table>

1. Millennials overwhelming support Airbnb — and this demographic continues to grow
2. Airbnb has a strong base of support in cities — and that base will only continue to grow
3. Voters begin favorably inclined to the platform; when undecideds learn more, they support us
4. People who care about this issue vote and support candidates who support Airbnb
5. NEXT: 100 CLUBS

HISTORIC CHANGES IN CITIES

CITIES 1.0
Cities as villages, or groups of villages, clustered together as centers of trade, security and military sites

CITIES 2.0
Cities as industrial centers where large populations of working people lived and worked, and where communities were divided by various socio-economic factors
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Cities as industrial centers where large populations of working people lived and worked, and where communities were divided by various socio-economic factors

Cities as centers of creativity, artists, etc. with young people and families returning and leading the great inversion, where cities are returning to a village or collection of villages

Historic Changes in Cities

With Economic & Related Societal Changes, Movements Appeared

Economic and Social Change Driving Economic Movements

Guilds formed as organizations to represent the shared economic interests of Artists and Tradesmen as society formed in Villages

Political Parties grew out of broader fights for political power around differing economic models
Guilds formed as organizations to represent the shared economic interests of Artists and Tradesmen as society formed in Villages.

Political parties grew out of broader fights for political power around differing economic models.

Labor unions developed to represent the shared interest of workers in response to industrialization.

100 CLUBS IN 2016

Home Sharing Clubs: Bringing Together the Voices of Middle Class Families Sharing the Home in Which they Live

And This is Already Happening in Cities Around the World

Short Term Rental Alliance of SAN DIEGO

Anaheim Rental Alliance

Sample Letter From a Neighbor

Our neighbors are an integral component. Not only are they integral to our community and the experience of our guests, but their opinions about our businesses will be given great consideration by the City Council.
We Will Build on Momentum by Continuing to Work With Our Community

1. Give our community access to the finest grassroots organizing training, tools and support.

2. Provide dedicated Airbnb staff to provide information, support and a hotline to our Headquarters.

3. Give our community the freedom to advocate for what works for them. We will help them establish these organizations, but clubs will be independent.

Creating Organizing Centers to Lead the Fight

Advocacy  
Mobilization  
Social Clubs  
Best Practices  
Education

And We Will Develop the Tools Necessary for our Community

Digital Platform  
Organizing Staff  
Create External Org.  
Host Advisors

100 CLUBS IN 2016
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