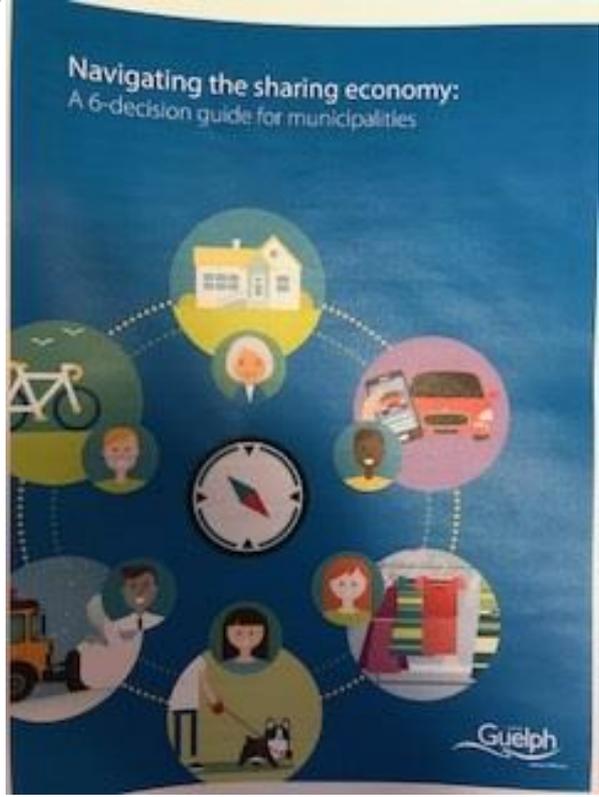


Navigating the Sharing Economy



Origins of the “Sharing Economy”

- Big City Mayors (LUMCO)
- Testing it in Guelph
- (Hopefully) used by other Municipalities
- (Likely to) inform Provincial strategies



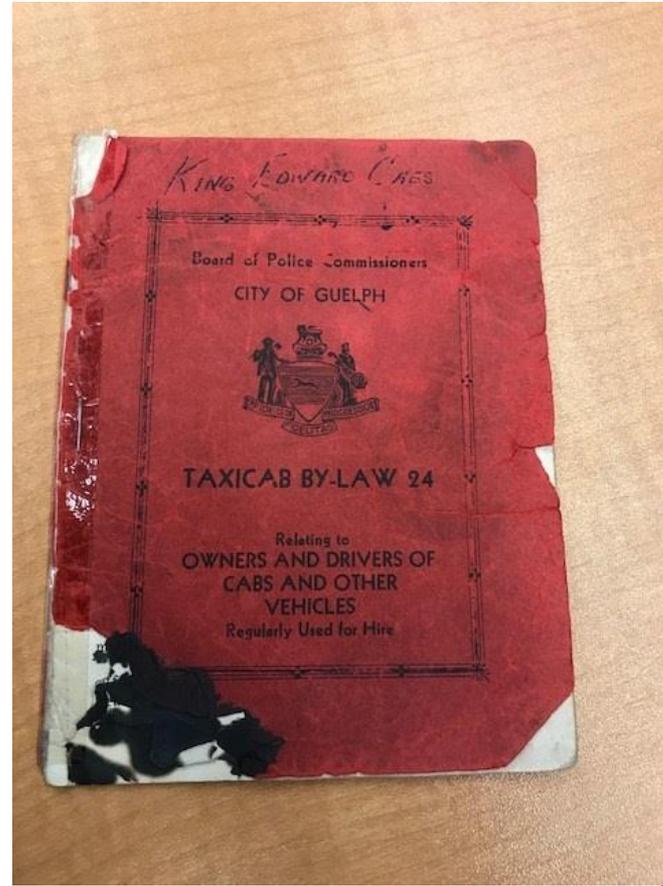
Guiding a Municipality's response: Six Decisions

- What type of approach is most appropriate?
- What are the primary goals?
- What type of sharing will be included?
- What kinds of policy actions or tools are needed?
- Design considerations?
- Implementation and evaluation?



History in Guelph

- Existing bylaws, regulations and other policies were not conceived with these new kinds of relationships, business model and autonomous vehicles.
- (ie: 1943 Bylaw)



Primary Public Policy Goals

- Emphasis on:
 - Ensuring public safety and consumer protection
 - Promoting consumer choice and competition
 - Fostering regulatory flexibility and innovation
 - Establishing a fair playing field with existing service providers
 - Employment impacts (job displacement and job security)



What kind of action(s) to be taken?

- By-law review
- Public consultation
- “*Community Engagement*”



Working Group

- To bring together key stakeholders and citizens around a potential sharing economy initiative.



Caution: Persons with their own agendas

- “We just want a fair playing field...why can't Uber have a dispatch office?”
- “It's always been like this!”
- “If we don't have fixed tariff rates there will be mayhem in the streets!”



Concerns

- What we heard...
 - More cars on the road will increase congestion, and emit more greenhouse gas emissions.
 - More competition with traditional businesses who can feel disadvantaged
 - Greater risks to the citizens who participate as sharers (ie: insurance, accidents, wear and tear on personal vehicles, drunk students)



ConcernsContinued

- Uber reduces the market share and plate value of the taxi industry
- Accessibility?
- Uber will hurt public transit
- Using an app may encourage distracted driving
- Price-surfing



Bylaw Requirements

- Carry insurance
- Regular inspections
- Licence fees
- Criminal record background checks
- Collect records and data
- Easing regulations on taxis
- Accessibility



Community Development

- What about the future?
 - DATA: Rider-share technology allow stats to be available to show waiting times as well as when and why request for service are declined.
 - Taxis: no movement for future. Status Quo ie: telephone, brick and mortar office with walk-in and bathrooms
 - Rider-Share: future? Ensure that autonomous vehicles in explained in the bylaw



Making Decisions?

- Who is responsible for making decisions?
- How will decisions be made?



What we learned

- The potential positive and negative impacts of the sharing initiative and the municipality role in shaping an emerging initiative so it aligns with municipal goals –aka: Consumer Safety
- Working with sharing initiatives to increase their positive impacts
- Working with sharing initiatives to mitigate potential concerns.



Conclusions

- Make informed choices based on clear priorities.
- The more data municipalities can draw on to better understand the impacts of sharing initiatives, the better they can craft an appropriate local response.-
Stop the Rumours!
- Municipalities need to position themselves as innovators and proactively engage with companies like Uber rather than merely reacting to their presence.

