



Urban Land  
Institute

Minnesota

# The “Sharing Economy”

## And What It Means for Our Communities

From the Cleveland, Ohio area

A little  
about me



# A little about me

From the Cleveland, Ohio area

Nine years in Minnesota

A Wandering Career

Higher education

Target IT

Freelance writer

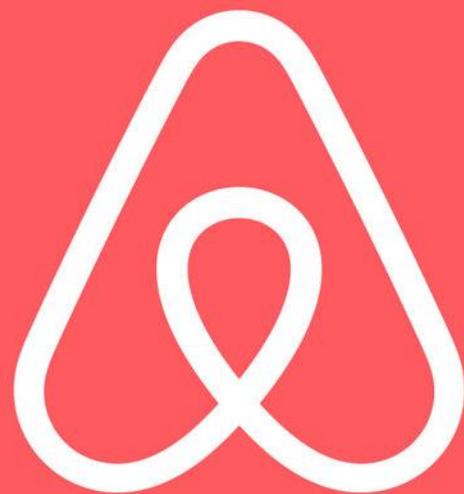
**ULI!**

This topic matters to me

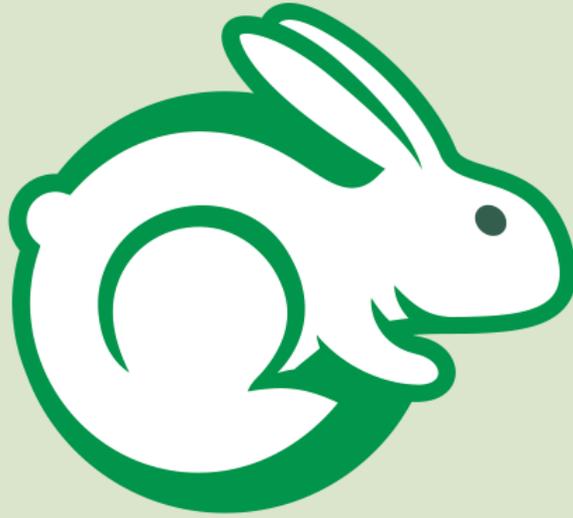
What is the  
**“sharing economy?”**

# UBER





**airbnb**



**TaskRabbit**

“Sharing” is one part of a bigger shift in the economy

Collaborative consumption

Peer-to-peer connections

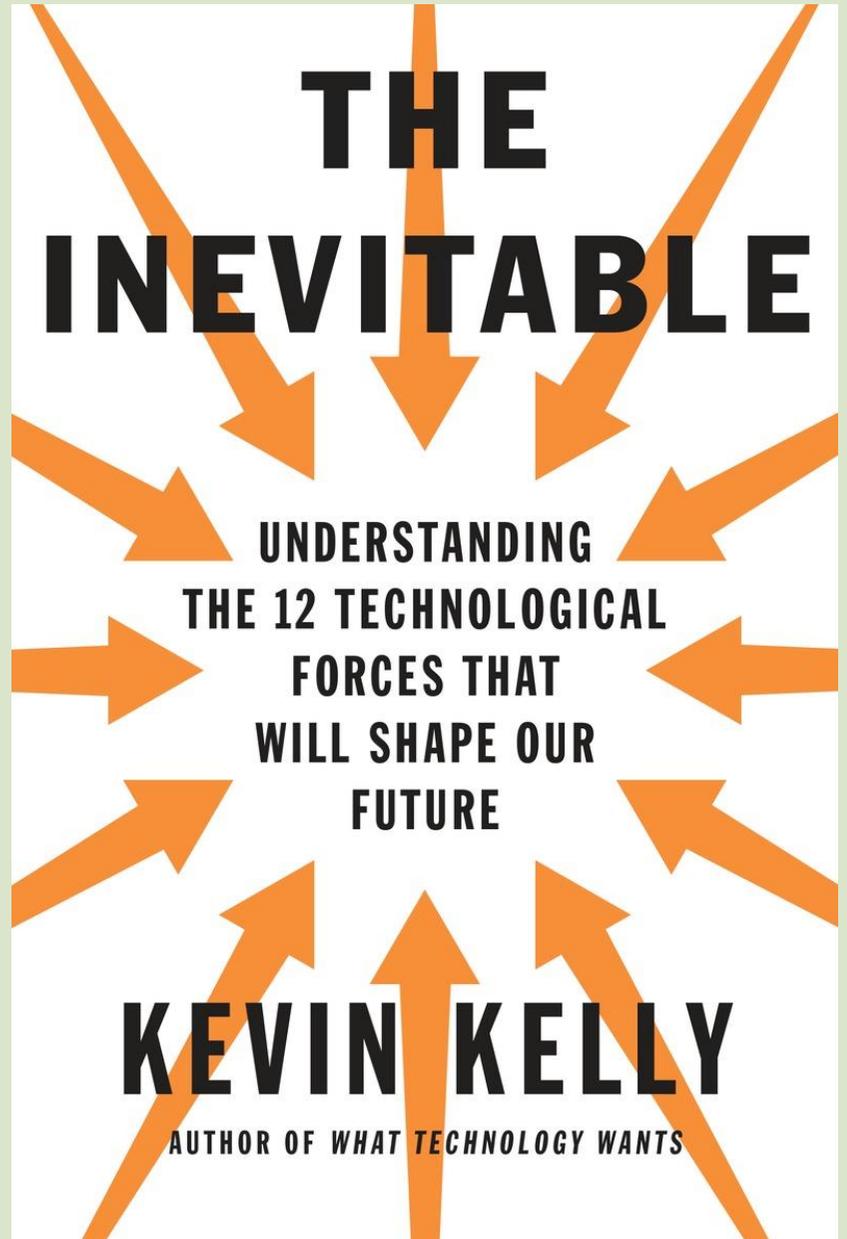
What does the  
**future** hold for the  
sharing economy?

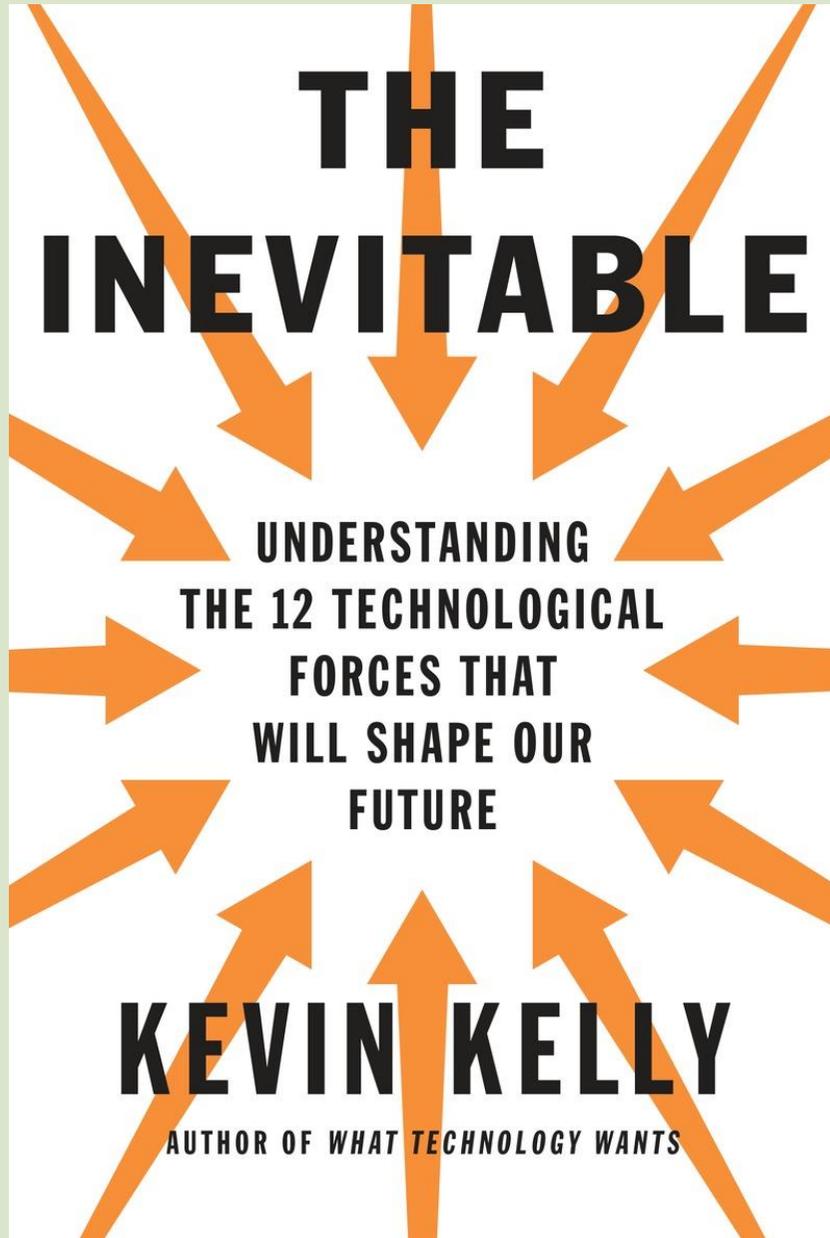
# Kevin Kelly



- Author
- Editor
- Founder of Wired magazine
- Conservationist
- Futurist

# Kevin Kelly



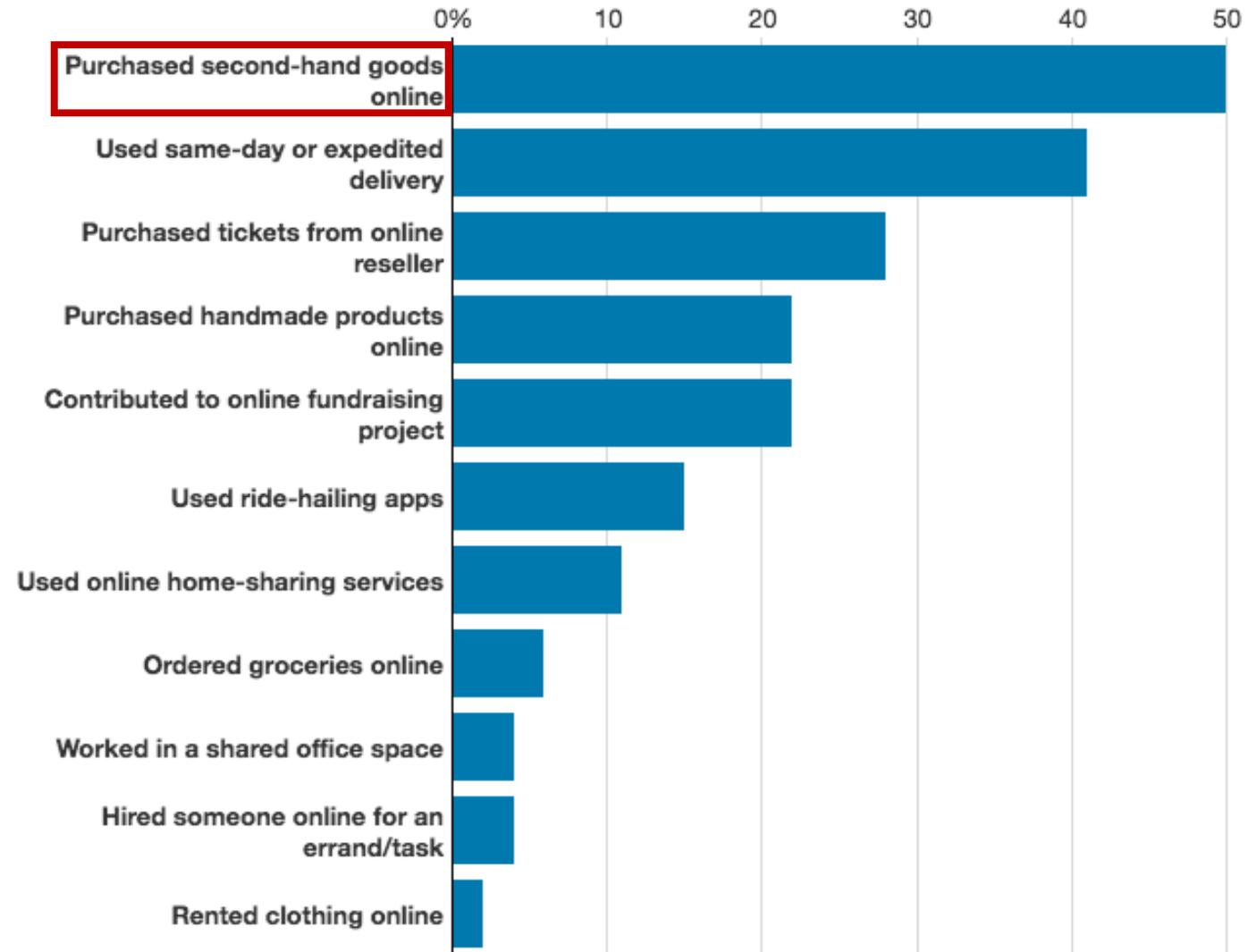


## Twelve Technological Forces

1. Becoming
2. Cognifying
3. Flowing
4. Screening
5. Accessing
6. Sharing
7. Filtering
8. Remixing
9. Interacting
10. Tracking
11. Questioning
12. Beginning

About **50%** of adults have used eBay or a similar service

Percent of adults who have...



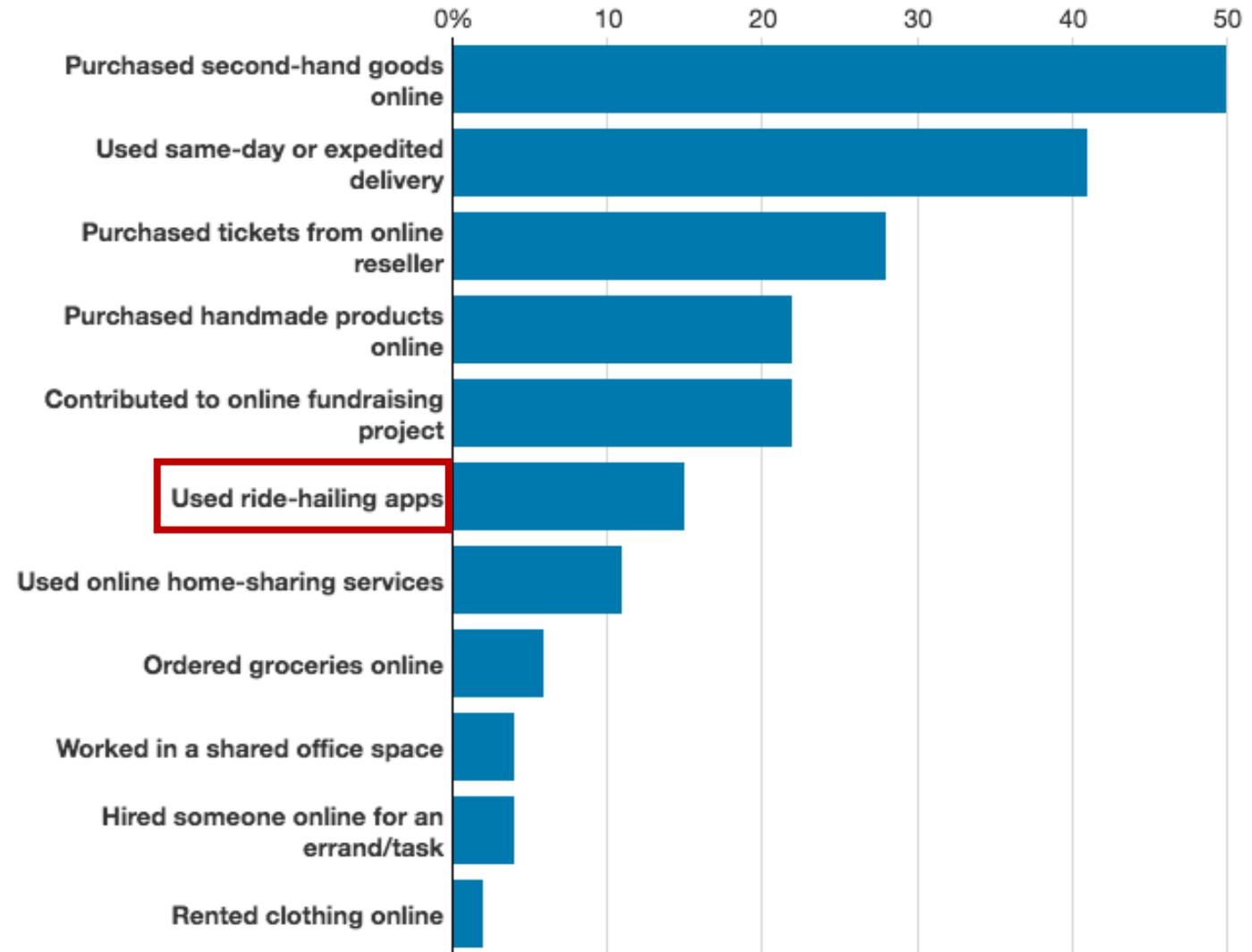
Source: Pew Research Center

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Only 15% of adults have used a service like Uber

We're just getting started

Percent of adults who have...

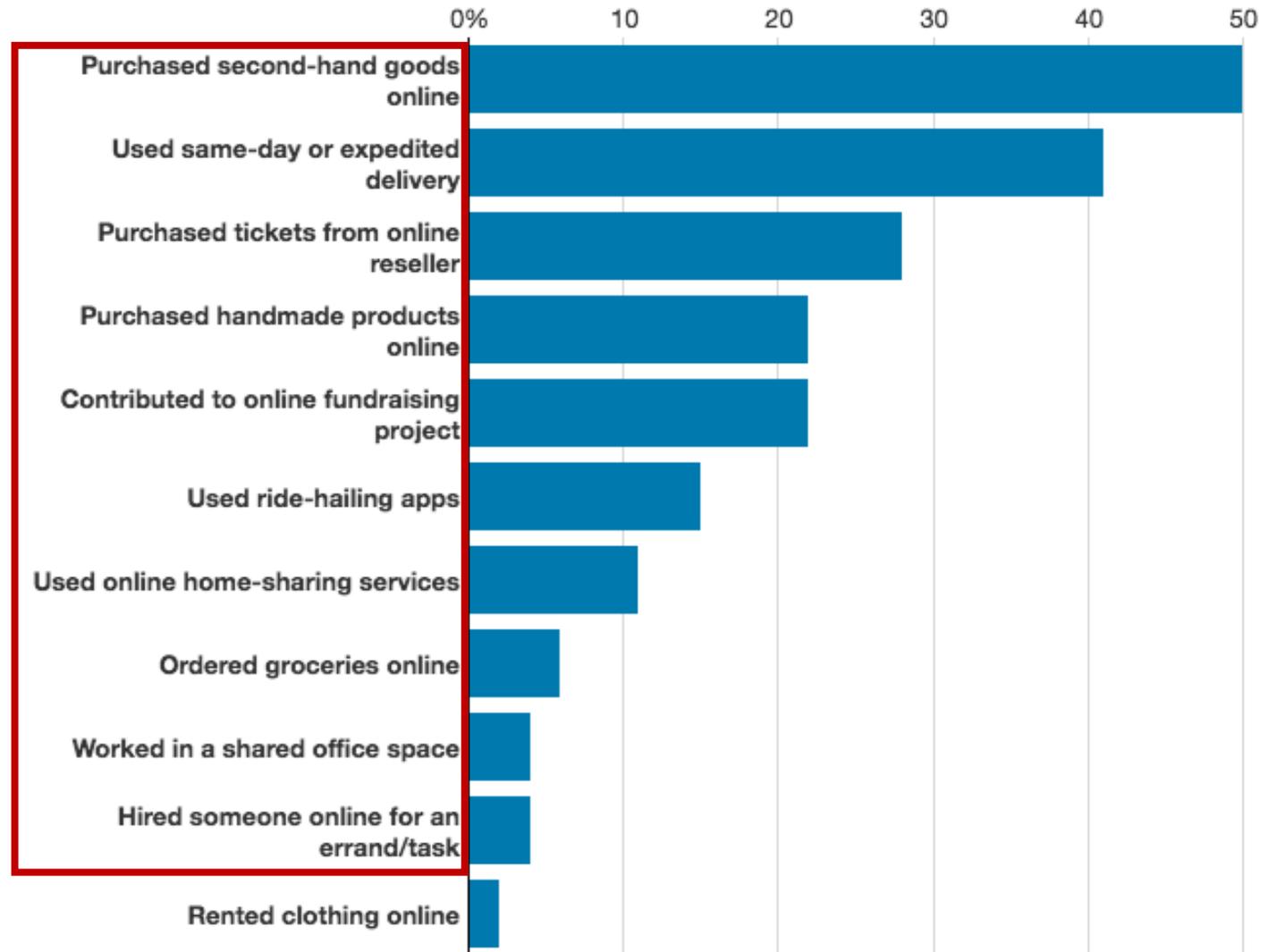


Source: Pew Research Center

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**Fun Fact:**  
Here are the ones I've engaged in personally

**Percent of adults who have...**



Source: Pew Research Center

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Sharing economy services will get better, faster, more reliable, and cover ever more facets of our lives.

What does this mean  
for our communities?

**Rentals, leases and subscriptions will  
supplant ownership for many goods**

# Subscriptions Instead of Ownership



I do not need a drill.  
I need a hole in the wall



Rentals, leases and subscriptions will supplant ownership for many goods

**The sharing economy will create new jobs while making some existing ones obsolete**

# The “Gig” Economy

Work becomes more temporary and transactional

“Reputation will become a currency more valuable than our credit history in the 21st century” – Rachel Botsman

**Bloomberg  
Businessweek**

“TaskRabbit is betting on a future where employment will seem much more like a series of small-scale agreements between businesses and labor than jobs in the traditional sense.”

Rentals, leases and subscriptions will supplant ownership for many goods

The sharing economy will create new jobs while making some existing ones obsolete

**Regulation will play catch-up constantly**

# Regulation Playing Catch-up



## **The Food-Sharing Economy Is Delicious And Illegal—Will It Survive?**

Politicians talk big about supporting innovation, but as home-cooking startup Josephine discovered, the system isn't designed that way.

Rentals, leases and subscriptions will supplant ownership for many goods

The sharing economy will create new jobs while making some existing ones obsolete

Regulation will play catch-up constantly

**How we rebuild cities will change, too**

Here's where we have more  
questions than answers.



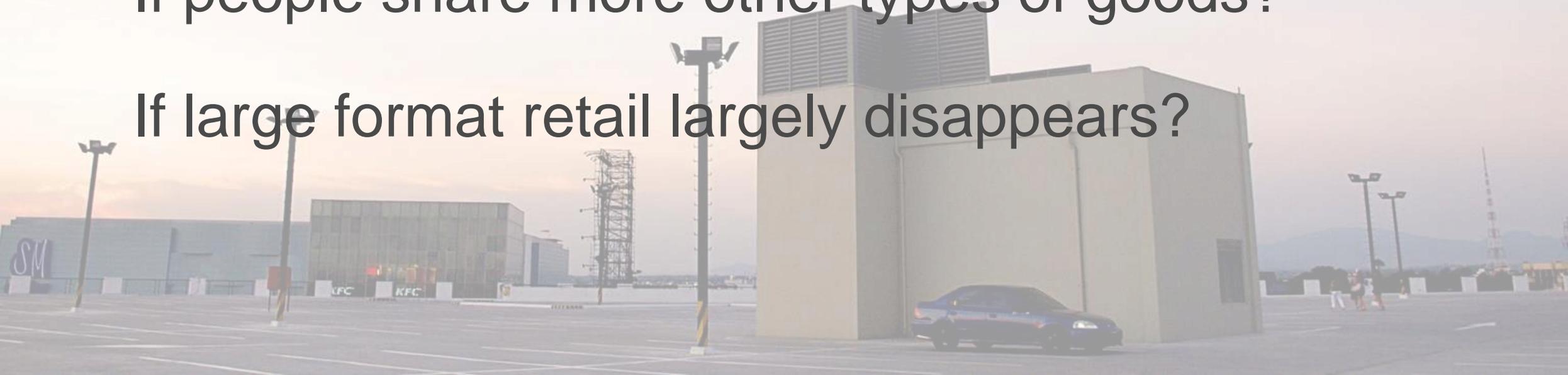
As jobs become **less permanent**,  
how will that change your city?

# How might **infrastructure, zoning, building and tax codes** change...

If fewer people own cars or at least fewer of them?

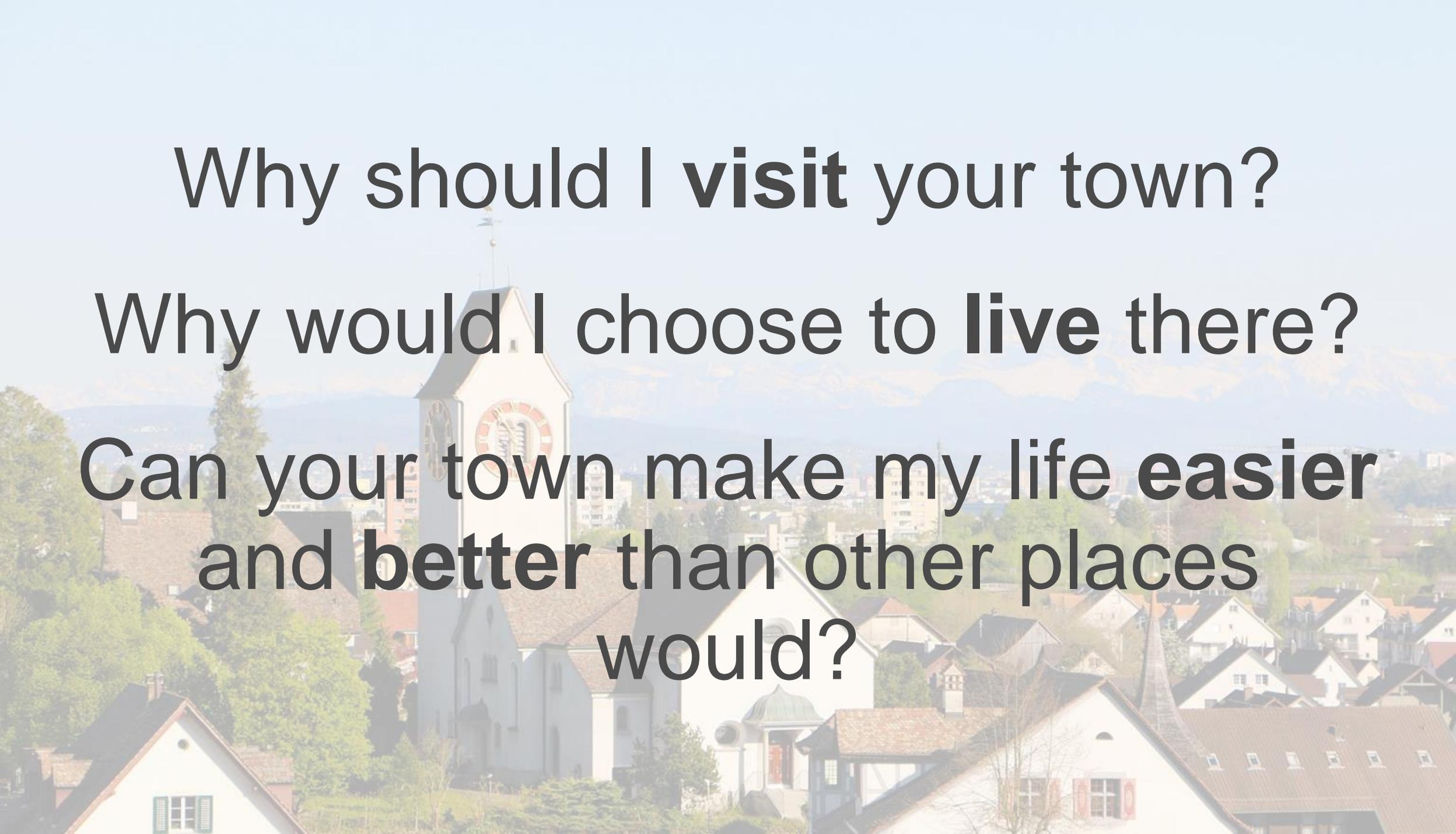
If people share more other types of goods?

If large format retail largely disappears?



The image shows the United States Capitol building in Washington, D.C., with its prominent dome and neoclassical facade. The building is set against a clear sky, and some greenery is visible in the foreground. The text is overlaid on the center of the image.

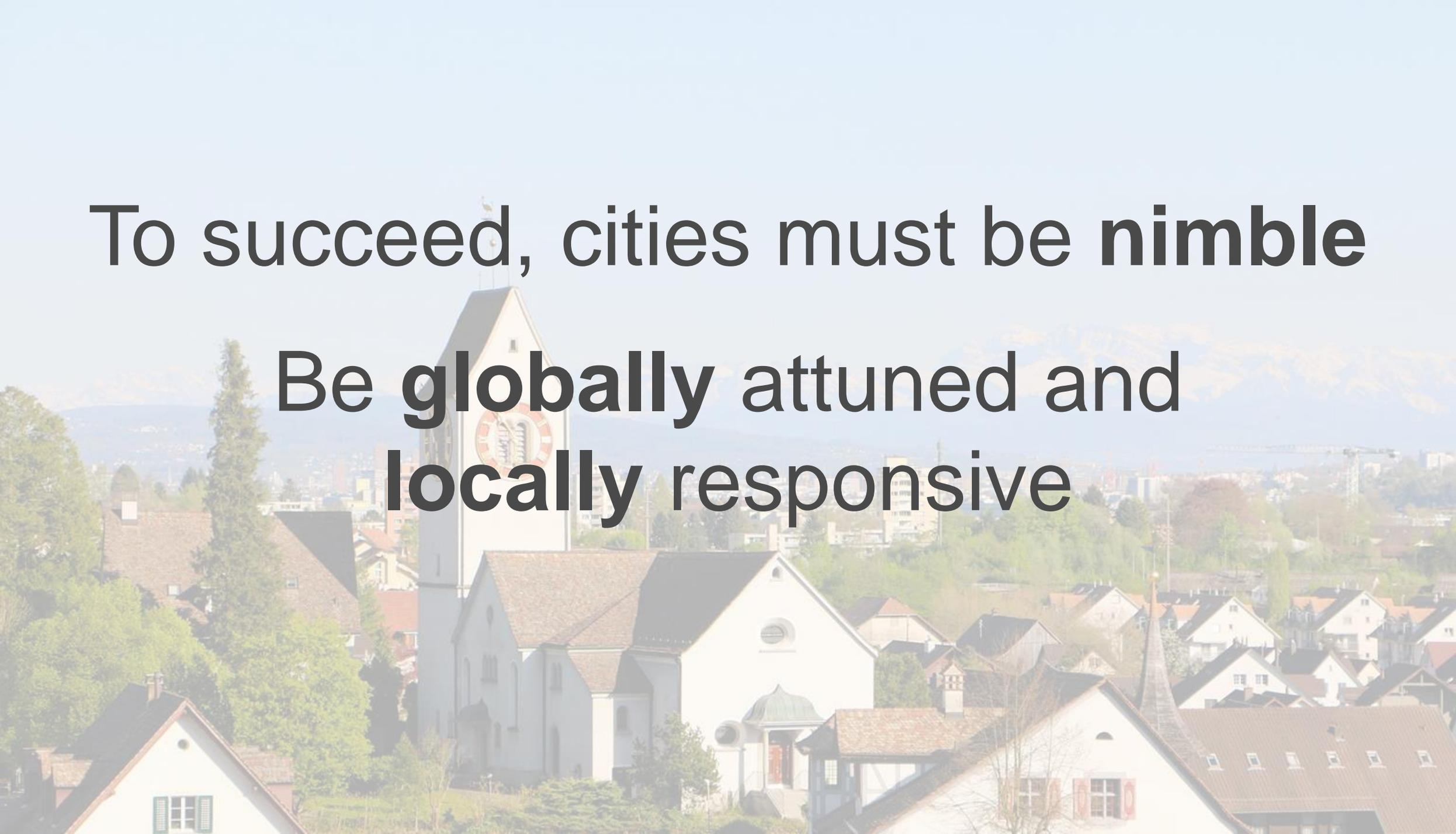
How will public institutions and  
services need to **evolve**?

A scenic view of a town with a prominent church tower and mountains in the background. The church tower is white with a red circular emblem on its side. The town is built on a hillside with various houses and buildings. The background shows a range of mountains under a clear blue sky.

Why should I **visit** your town?

Why would I choose to **live** there?

Can your town make my life **easier**  
and **better** than other places  
would?

A scenic view of a town with a prominent church tower and mountains in the background. The church tower is white with a brown roof and a large circular window. The town is built on a hillside with various houses and buildings. The background shows a city and mountains under a clear blue sky.

To succeed, cities must be **nimble**

Be **globally** attuned and  
**locally** responsive

A scenic view of a town with a prominent white church tower and mountains in the background. The church tower is the central focus, with a clock face and a spire. The town is built on a hillside, with various houses and buildings visible. The background shows a range of mountains under a clear blue sky.

What won't change?

**The importance of local  
leadership and collective action**