The “Sharing Economy”
And What It Means for Our Communities
From the Cleveland, Ohio area

A little about me
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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?”
“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

THE INEVITABLE
UNDERSTANDING THE 12 TECHNOLOGICAL FORCES THAT WILL SHAPE OUR FUTURE

KEVIN KELLY
AUTHOR OF WHAT TECHNOLOGY WANTS
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.
Only 15% of adults have used a service like Uber

We’re just getting started
Fun Fact:

Here are the ones I’ve engaged in personally.
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

CAR 2GO

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

Regulation will play catch-up constantly.
Regulation Playing Catch-up

Hi! We're Josephine.

We want to help people feed each other better.

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.
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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?
How will public institutions and services need to evolve?
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?
To succeed, cities must be **nimble**

Be **globally** attuned and **locally** responsive
What won’t change?
The importance of local leadership and collective action