"In Search of Good Public Policy"
The Sharing Economy –
Taxi Regulation

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The Region of Waterloo

- Population 568,500 (including students)

- 88 % of residents live in cities

- 12 % live in townships

- Percentage of immigrants - 23 %

- Percentage of people living in poverty – 11%

Waterloo Region

THE SHARING ECONOMY is DEAD! NOT!

Sharing Economy – General Thoughts

* When the service is the same, fairness becomes the issue (taxation, licensing, fees, etc.)
* Now that some large municipalities have regulated Uber, perspectives may have changed about the sharing economy.
* Sharing economy can mean different things in different municipalities. (large pop vs. small pop)
* Sharing economy is just the same as the traditional economy, but the technology is used to maximized opportunities
* Puts money in the hands of individuals and not Corporations – or is this just what the Corporations want you to believe?

Regulate or Not to Regulate

* How might the sharing economy benefit you as a municipality?
* What does your community think, has there already been a shift?
* Authority to undertake the task
  * Permissive (Municipal Act)
  * What should be regulated, why should it be regulated and how it should be regulated.
* All groups deal with change differently.
* Value of innovation

Game Changers

* Global economy – the sharing economy
* Technology advances – hand held devices are Millennia's pencils
* The face of transportation is also changing. Rail service, public transit, carpooling.
* Generally the public isn't always aware we are looking after their best interests.
* We have existing concerns with our taxi industry, Uber was the catalyst for change.
* Can't chase Uber forever - Regulate

A Ride is a ride, is a ride!

* **Strategy to focus on passenger safety and consumer protection**
  * Is it your mandate to protect taxi drivers?
  * Is it your mandate to regulate competition? Limits on plates, licenses and other things.
* **What ensures passenger safety? – how do rides differ**
  * R of W "good driver + good car = safe passenger"
* **What is consumer protection – finding the balance between personal choice and safety**

Region of Waterloo Approach

* 2.5 year process
* Public Engagement on the draft by-law
    * Survey, public information centers, stakeholders meetings
    * Do you need a 3rd party researcher or other support ? Undertake your own research – what have others done?
* Take a pause when you need one
* Development of 7 policy questions.
* Public Engagement -public meetings and survey
* Detailed regulation , stakeholder meetings.
* Finalization of outstanding issues – August 2016

Short Comings in Existing Legislative Framework

* Region of Waterloo has very prescriptive legislative
* Transportation has been a major focus at the Provincial Government - public transit, rail, bus, last km trips.
* Changes required to Provincial legislation
  * Public Vehicles Act/Highway Traffic Act – municipal boundaries, type of vehicle regulated, enforcement
  * Municipal Act - recognizing licenses from other jurisdictions, different forms of revenue generation.
  * AODA regulations – affixing the plate on the back bumper, no recognition for fees in lieu of accessible service.

Lessons Learned

* Boldly go where no one has gone before!
* Define your expectations
* Brake your process into manageable steps – pause when necessary
* Read, read, read and have conversations with others
* Plan public engagement – technology helps to present another point of view
* Statistically valid survey may be worth the time/money – join with others - Conduct follo studies
* Existing by-laws/ challenge the existing limits now

Questions