Newcastle University

JOE CHAMBERLAIN'S SMARTPHONE

Local government and the sharing economy

Daithí Mac Síthigh
1 April 2015

- Why is the sharing economy significant?
- What type of disputes are arising?
- How has the UK Government responded?
- What's really being debated?

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WHY DOES IT WORK?

Joel Stein, 'My wild ride through the new on-demand economy' (*Time* 9/2/2015)

This is not just an economic breakthrough. It is a cultural one, enabled by a sophisticated series of mechanisms, algorithms, and finely calibrated systems of rewards and punishments. It's a radical next step for the person-to-person marketplace pioneered by eBay: a set of digital tools that enable and encourage us to trust our fellow human beings

Jason Tanz, 'How Airbnb and Lyft Finally Got Americans to Trust Each Other' (*Wired* April 2014)
http://www.wired.com/2014/04/trust-in-the-share-economy/

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THE SHARING ECONOMY

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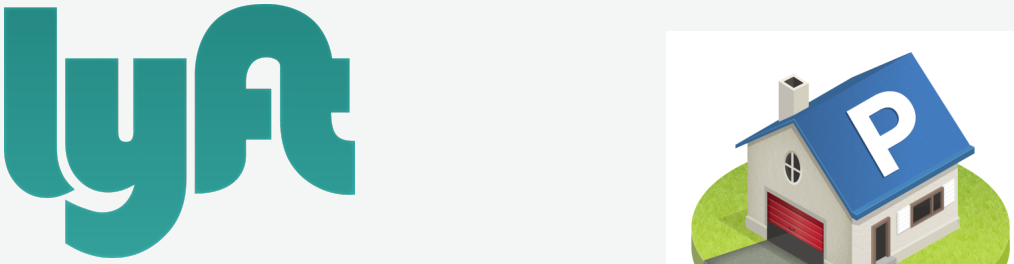
THE SHARING ECONOMY



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THE SHARING ECONOMY

lyft

LOVE HOME SWAP

DogVacay.com

FEASTLY

airbnb

RelayRides

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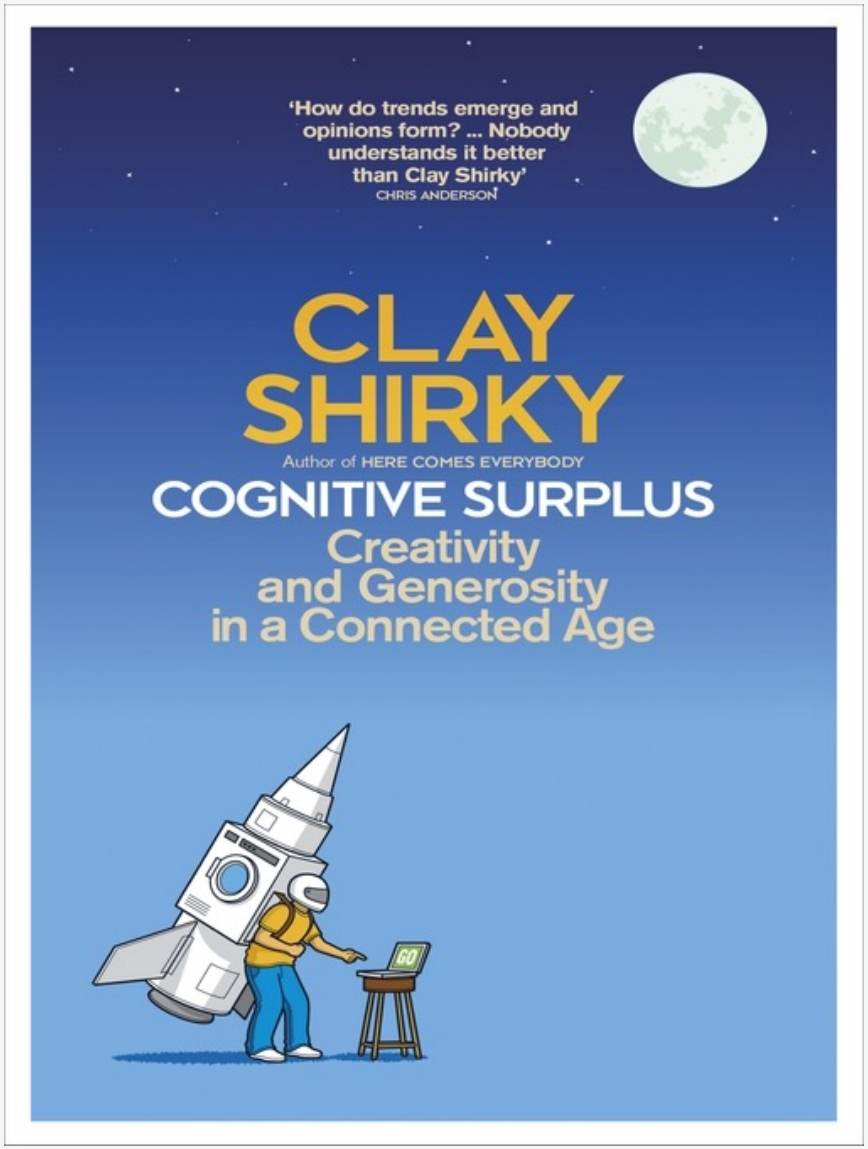
IT'S NOT ABOUT CARS



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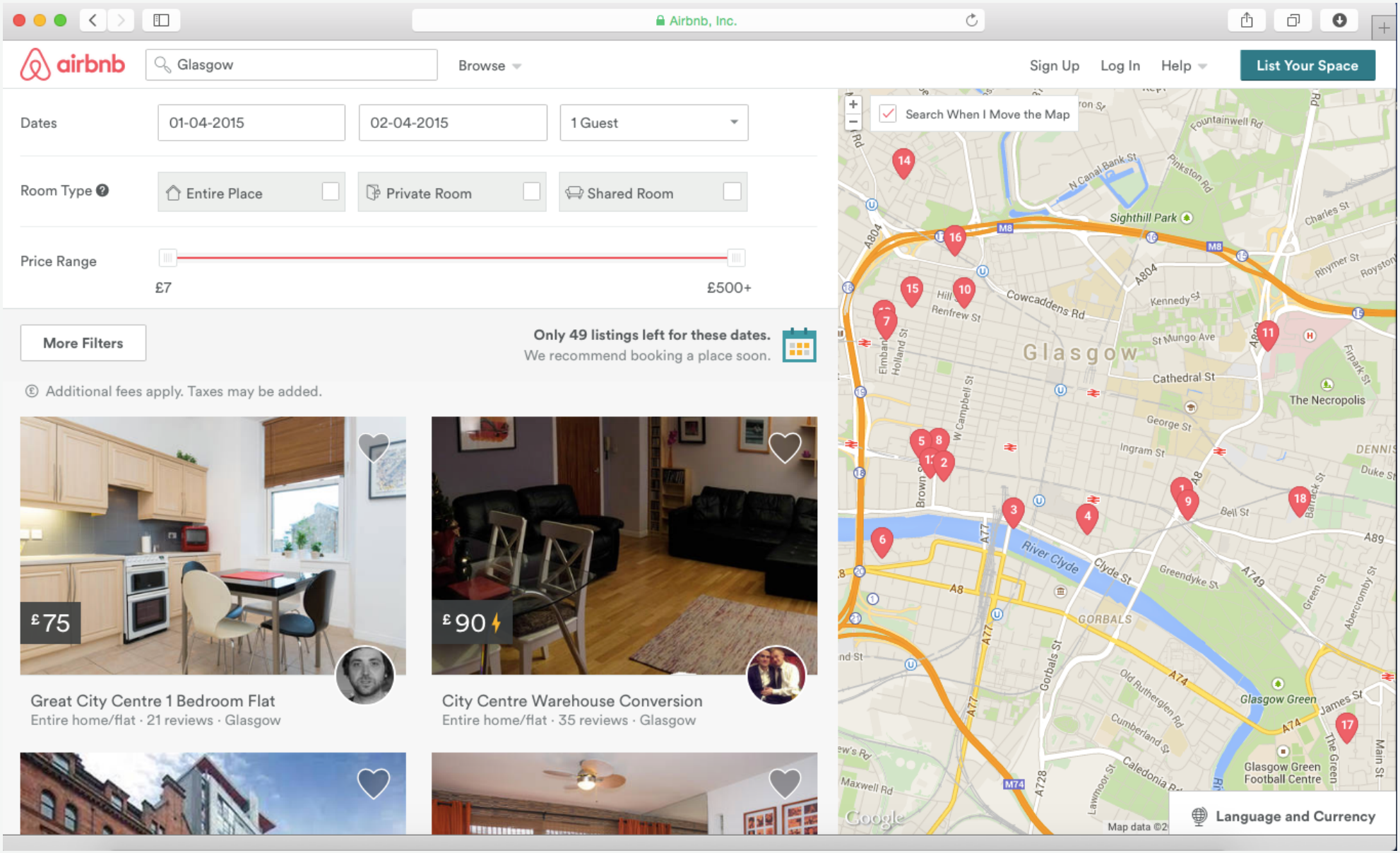
AIRBNB



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NEW YORK

Companies Built on Sharing Balk When It Comes to Regulators

Photo

Brian Chesky, chief executive of Airbnb, says that existing laws don't pertain to his company, which facilitates short-term rentals. Credit Chris Weeks/Getty Images for Airbnb

In the newfangled sharing economy, questions about safety, taxes and regulation have tended to be an afterthought. That has helped propel companies like Uber, Airbnb and Lyft into the stratosphere.

But regulators as well as some elected officials across the country are increasingly questioning the presumptions and tactics of these start-ups, especially the notion that laws do not apply to them.

David Streitfeld, 'Companies Built on Sharing Balk When It Comes to Regulators' (*New York Times* 22 April 2014)
http://www.nytimes.com/2014/04/22/business/companies-built-on-sharing-balk-when-it-comes-to-regulators.html

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SAN FRANCISCO

San Francisco mayor signs landmark law making Airbnb legal

Tech-friendly Mayor Ed Lee approves bill that amends local zoning laws and legalizes short-term rentals. But, not everyone is happy.

by Dara Kerr @darakerr / October 28, 2014 1:25 PM PDT

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SAN FRANCISCO

San Francisco may
landmark law mak
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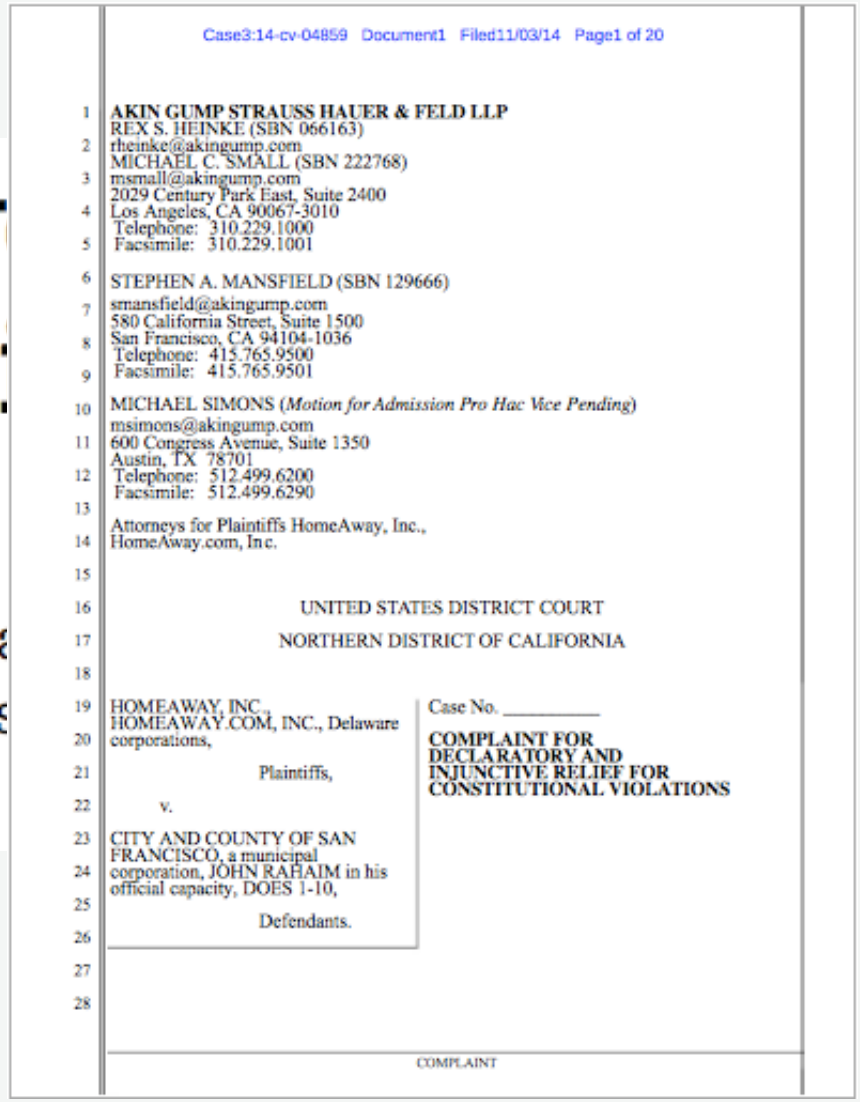
legalizes short-term rentals. But, not everyone is

by Dara Kerr @darakerr / October 28, 2014 1:25 PM PDT



Case3:14-cv-04859 Document1 Filed11/03/14 Page1 of 20

AKIN GUMP STRAUSS HAUER & FELD LLP
REX S. HEINKE (SBN 066163)
rheinke@akingump.com
MICHAEL C. SMALL (SBN 222768)
msmall@akingump.com
2029 Century Park East, Suite 2400
Los Angeles, CA 90067-3010
Telephone: 310.229.1000
Facsimile: 310.229.1001

STEPHEN A. MANSFIELD (SBN 129666)
smansfield@akingump.com
580 California Street, Suite 1500
San Francisco, CA 94104-1036
Telephone: 415.765.9500
Facsimile: 415.765.9501

MICHAEL SIMONS (*Motion for Admission Pro Hac Vice Pending*)
msimons@akingump.com
600 Congress Avenue, Suite 1350
Austin, TX 78701
Telephone: 512.499.6200
Facsimile: 512.499.6290

Attorneys for Plaintiffs HomeAway, Inc., HomeAway.com, Inc.

UNITED STATES DISTRICT COURT

NORTHERN DISTRICT OF CALIFORNIA

HOMEAWAY, INC., HOMEAWAY.COM, INC., Delaware corporations,

Plaintiffs,

v.

CITY AND COUNTY OF SAN FRANCISCO, a municipal corporation, JOHN RAHAIM in his official capacity, DOES 1-10,

Defendants.

Case No. _____

COMPLAINT FOR DECLARATORY AND INJUNCTIVE RELIEF FOR CONSTITUTIONAL VIOLATIONS

COMPLAINT

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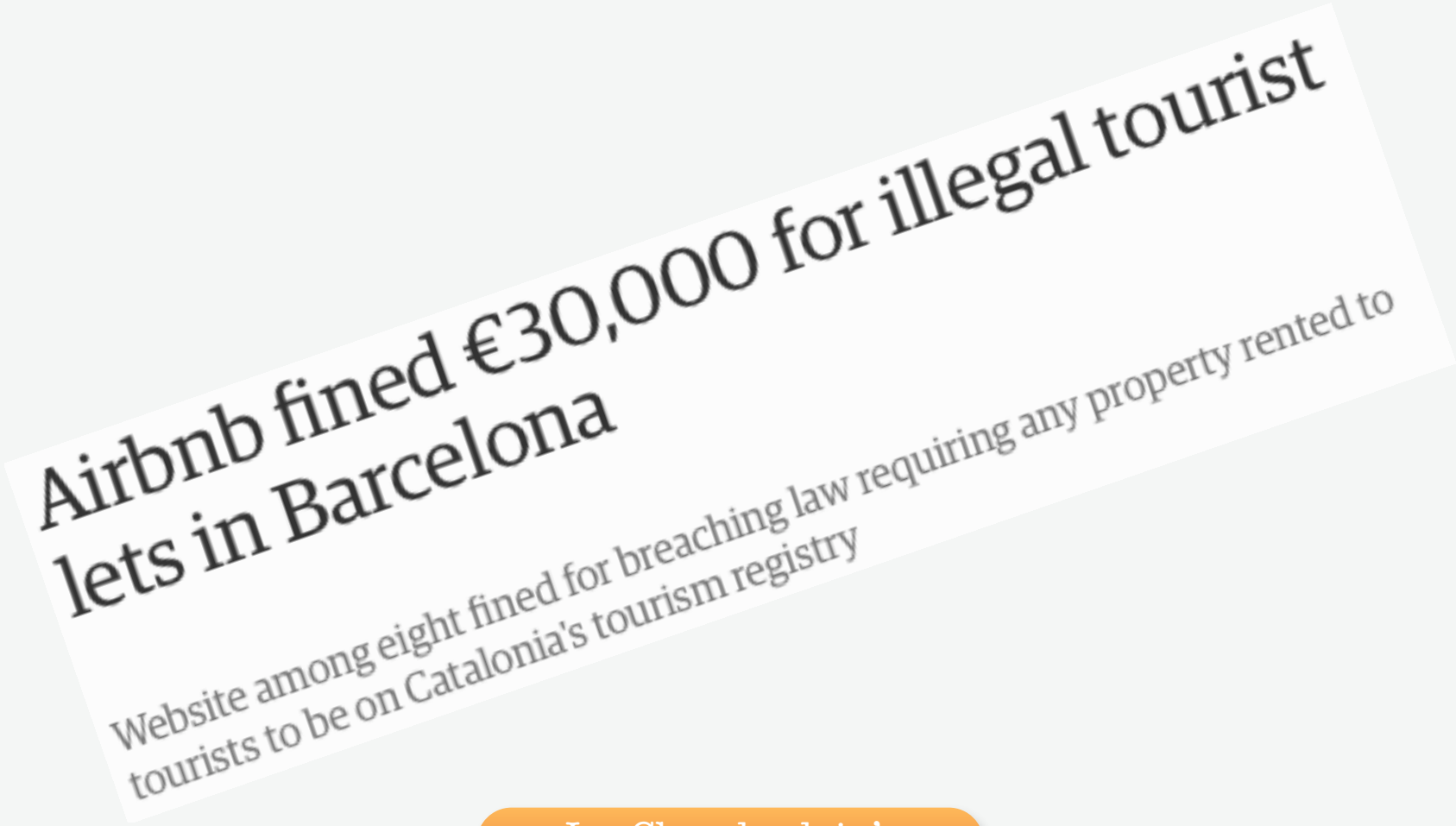
BARCELONA



Airbnb fined €30,000 for illegal tourist lets in Barcelona

Website among eight fined for breaching law requiring any property rented to tourists to be on Catalonia's tourism registry

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LONDON

Press release

Measures to boost sharing economy in London

From: Department for Communities and Local Government and Brandon Lewis MP
First published: 9 February 2015
Part of: Improving the rented housing sector and Housing

Brandon Lewis outlines government reforms aimed at ensuring London residents have the opportunity to rent their homes out on a short term basis.

LONDON

- Greater London Council (General Powers) Act 1973, s 25
- "Should the relevant provisions of the Greater London Powers Act 1973 be reviewed or updated, does London need separate rules from the rest of England, and what comments would you have on how regulations could better support and reflect modern technology?" (Consultation question, 2014)

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- "sets out the government's approach to modernising this out-dated legislation, so that residents can allow their homes to be used on a short-term basis without unnecessary red tape… The government wants to enable London residents to participate in the sharing economy, and enjoy the same freedom and flexibility as the rest of the country to temporarily let their homes, without the disproportionate burden of requiring planning permission" (Written statement, 2015)
- "This is an opportunity for the Capital to catch up with the 21st Century way of living" (Policy statement, 2015, para 6)
- "London is a great city, and the Government wants to give Londoners the opportunity to be part of this modern approach and able to participate fully in the sharing economy. We want to open up this great global city to more visitors by embracing these new opportunities to allow people to make better use of their property" (Policy statement, 2015, para 6)

UBER

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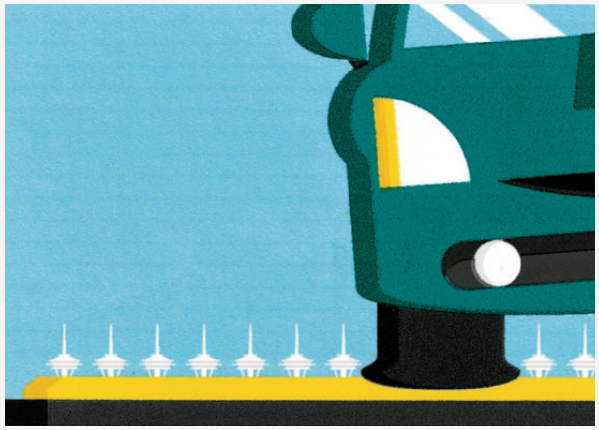
UBER (UN)WELCOME



Hack Attacks Cities take aim at fast-growing ride-share services

BY MAYA RHODAN

UPSTART RIDE-SHARING COMPANIES Uber, Lyft and Sidecar have muscled their way onto the streets in nearly 30 U.S. cities over the past three years, luring traditional taxi customers with the promise of a car available at the tap of a smartphone. The cab industry has accused the startups of everything from circumventing regulations to shoddy safety oversight. The complaints have largely been dismissed as sour grapes from a disrupted business.

That's starting to change. On March 17, Seattle became the first city in the nation to impose limits on ride-share availability. A city-council measure will hold Lyft, Sidecar and UberX, the company's lower-cost service, to no more than 150 vehicles on the road at one time. Today, UberX alone has over 1,000 drivers prowling Seattle's streets.

"We wanted to buy ourselves time to figure out how to adapt regulations," says Seattle councilwoman Sally Clark. "Until we get more data, we're going to have to limit them for a little while."

Other jurisdictions may follow Seattle's lead. Nashville is weighing a plan to regulate ride-share services like livery cabs, while Georgia lawmakers have proposed charging the companies fees to operate in the state. Similar measures are under consideration in Maryland, Colorado and Chicago. Miami and Portland, Ore., meanwhile, have refused to let the ride-share companies operate until they work out a regulatory framework. "All we're saying is these guys are taxi companies," says John Boit of the Taxi, Limousine and Paratransit Association, which is pushing back against the startups. "If you want to be a taxi company, abide by the company rules in the city in which you operate."

To head off more regulations, Uber and Lyft recently announced plans to expand insurance coverage of their drivers. But that's unlikely to mollify local lawmakers, who now have the fast-growing sharing economy more squarely in their sights.

BBC Sign in News Sport Weather

NEWS BUSINESS

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9 December 2014 Last updated at 18:50

Uber taxi app suspended in Spain

, 2015

thestar.com

GTA

News / GTA

Taxi app company Uber charged with licensing offences

Company, which offers smartphone app to hail taxis and limousines, still needs license to dispatch, city officials say.

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TFL AND TAXIMETERS

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TFL AND TAXIMETERS

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…AND ANOTHER THING…

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…AND ANOTHER THING…

TECH

Uber Executive Suggests Digging Up Dirt On Journalists

Senior Vice President Emil Michael floated making critics' personal lives fair game. Michael apologized Monday for the remarks.

posted on Nov. 18, 2014, at 1:57 a.m.

Ben Smith
BuzzFeed Editor-in-Chief

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…AND ANOTHER THING…

TECH

Uber Executive Suggests Digging Up Dirt On Journalists

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game. Mi

posted on Nov. 1

Bits

PRIVACY

Uber Pledges to Improve Data Privacy Practices

By MIKE ISAAC JANUARY 30, 2015 5:28 PM

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…AND ANOTHER THING…

TECH

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PRIVACY

Uber Pledges Practices

By MIKE ISAAC JANUARY 3

Uber >Fares & Fees

What Is Surge Pricing And How Does It Work?

With surge pricing, Uber rates increase to get more cars on the road and ensure reliability during the busiest times. When enough cars are on the road, prices go back down to normal levels. It's important to know that you'll always be notified in big, bold print if surge pricing is in effect. When rates are more than double, the surge confirmation screen also requires you to type in the specific surge multiplier to ensure you understand what rates to expect.

Was this article helpful? 31 out of 49 found this helpful

Have more questions? Submit a request

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LOBBYING

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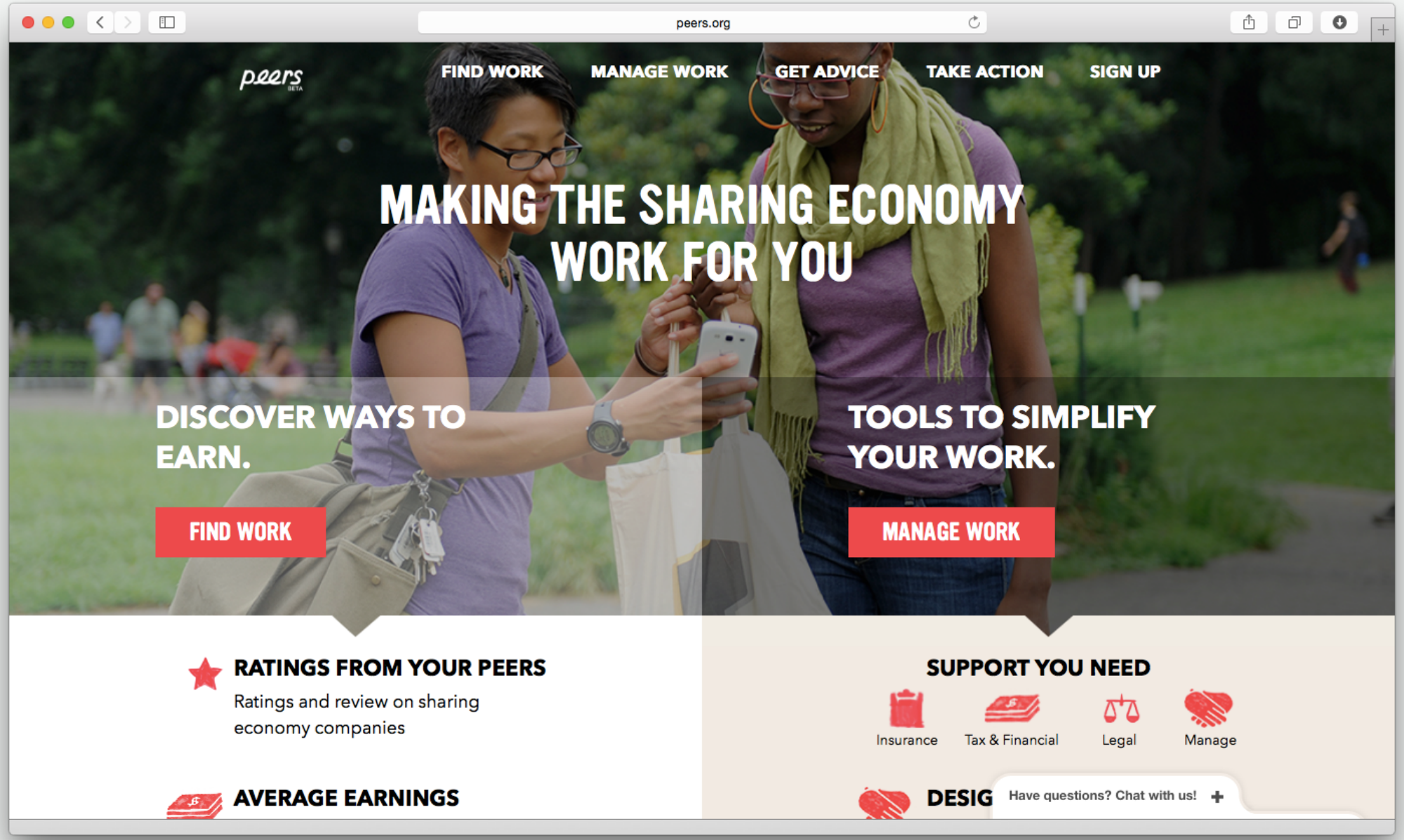
LOBBYING



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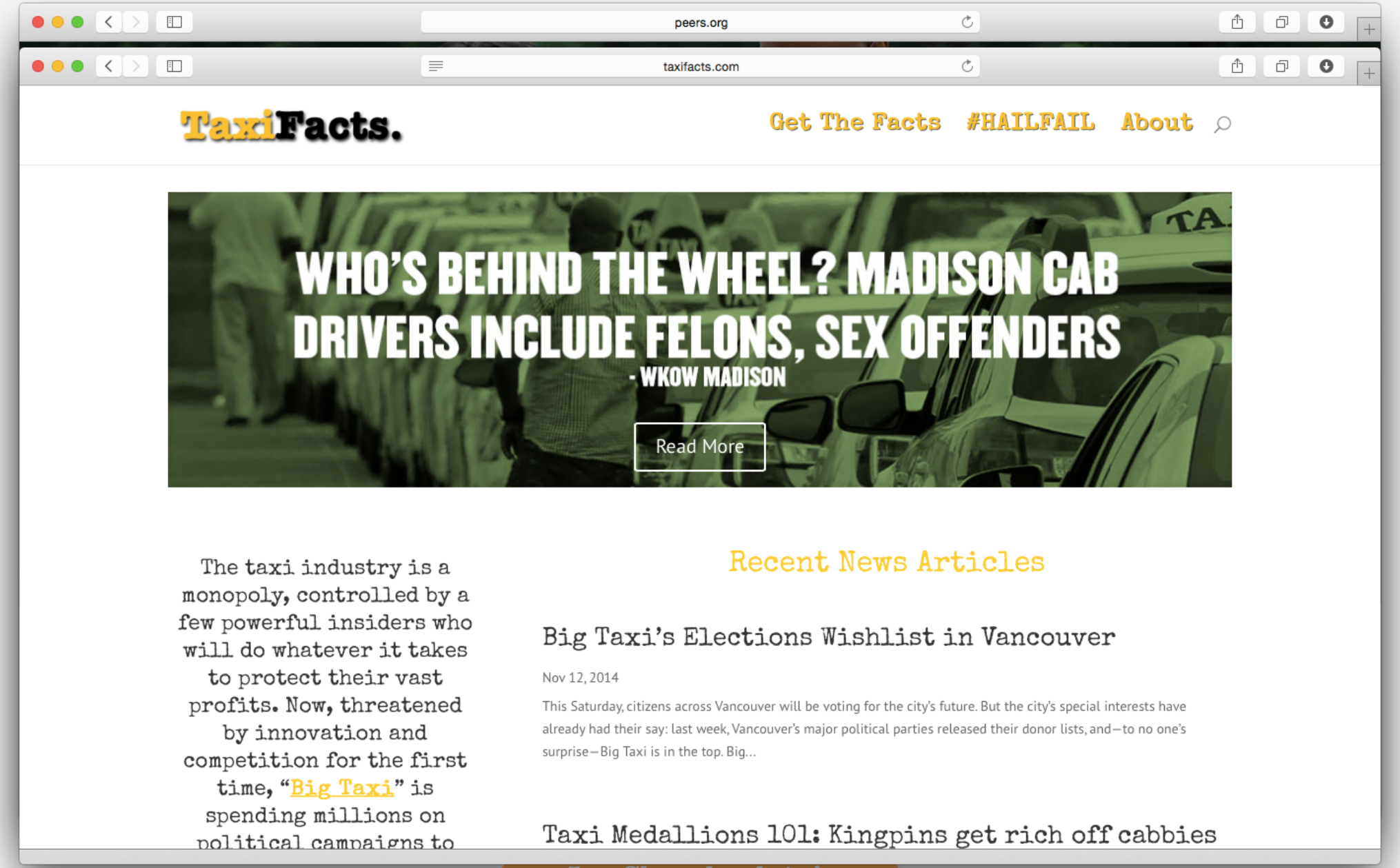

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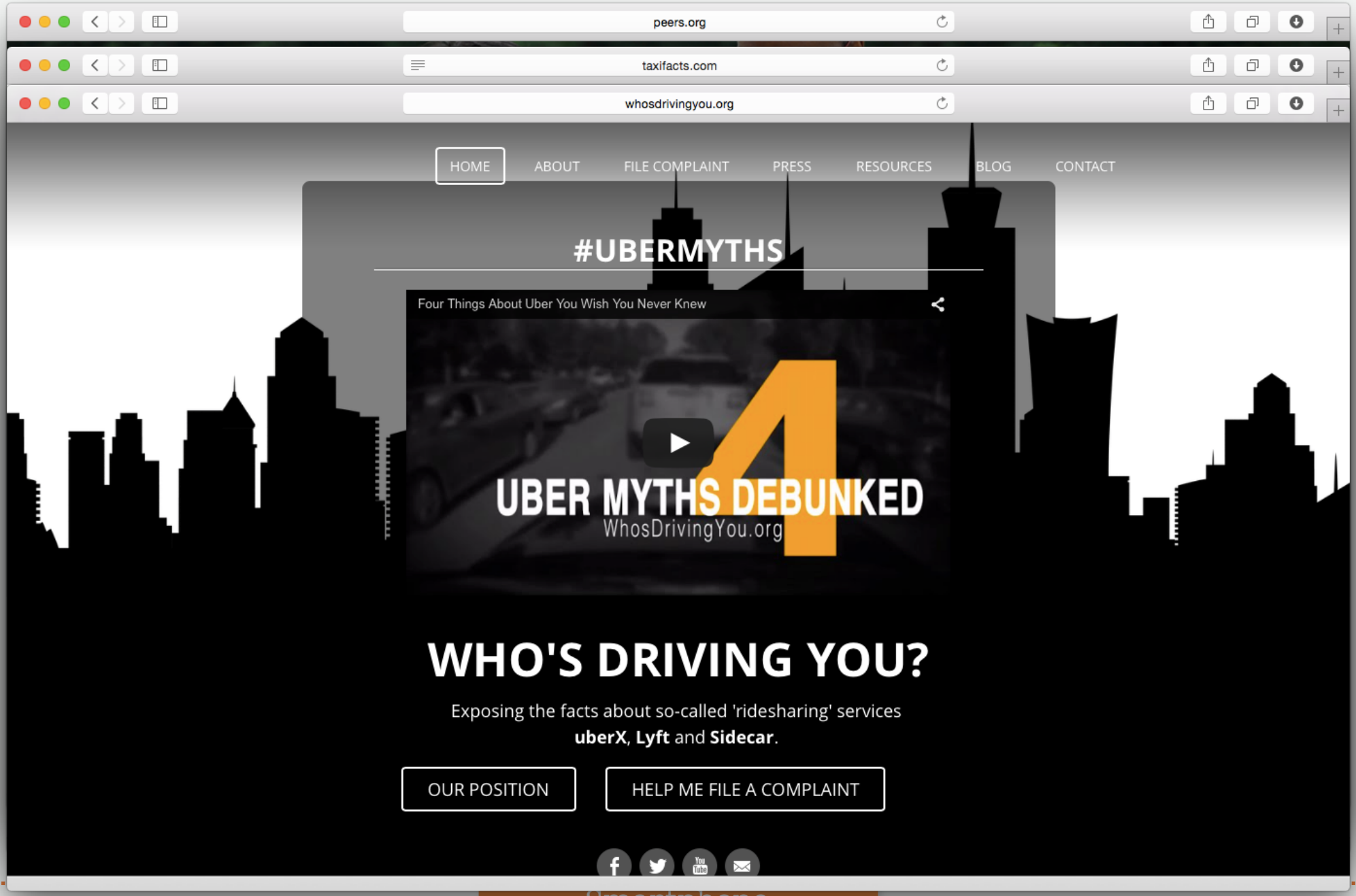

Smartphone

INDEPENDENT REPORT

Government poised to embrace the Airbnb economy

The UK will be the best place to run a 'sharing economy' business, the Government pledges

UK Ready to Embrace the "Airbnb Economy"

September 29, 2014 By Nick Papas

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INDEPENDENT REPORT

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INNOVATION

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INNOVATION

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- *This is an opportunity for the Capital to catch up with the 21st Century way of living* (UK Government)

FINANCIAL BENEFITS

- *"Kimberly is an Airbnb host on the Lower East Side," the memo says. "She has a chronic illness that prevents her from working." Kimberly is quoted directly: "My husband and I spent countless nights wondering if and when we would lose our home, or if we would have to stop treatment to keep a roof over our heads." She concludes, "Airbnb saved us."* (Streitfeld)

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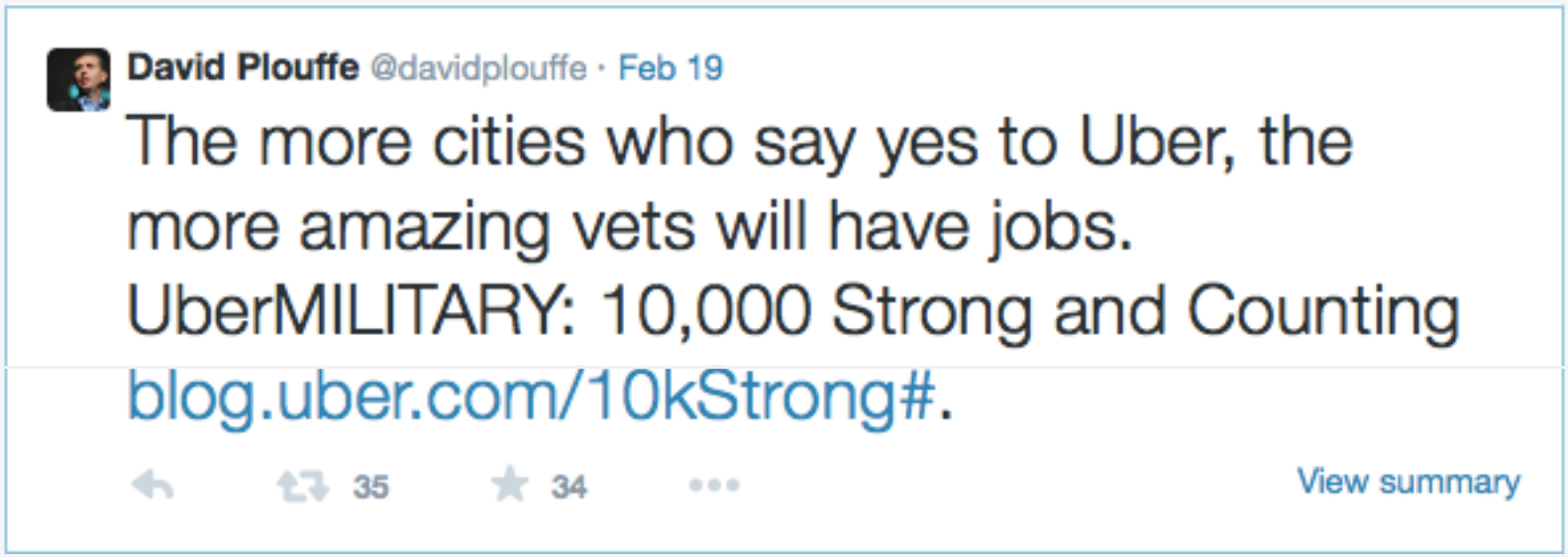

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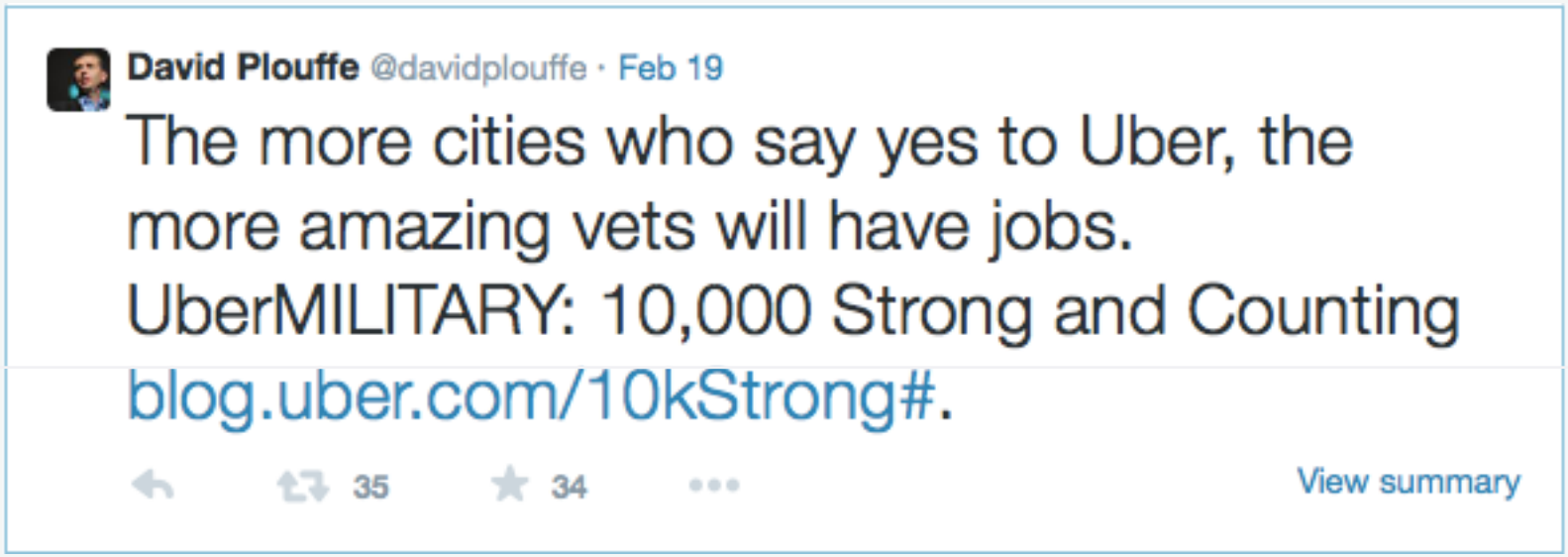

We are changing these outrageous and archaic laws to give people the freedom to make the most of their assets. The world has changed and the law needs to keep up. Renting out your home can earn you an average of £3,000 each year which is hardly small change and it's a good route to self-employment (Matthew Hancock, quoted in CityAM)

PROFESSIONAL?

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PROFESSIONAL?

- 87% of NYC Airbnb hosts share their own home

PROFESSIONAL?

- 87% of NYC Airbnb hosts share their own home
- 6% of NYC hosts make 37% of revenue (with between 3 and 272 listings)

Davey Alba, '72 Percent of Airbnb's NY Rentals Are Illegal, Report Says' (*Wired.com* 16/10/14)

http://www.wired.com/2014/10/report-says-72-percent-airbnbs-new-york-rentals-illegal/

THE FUTURE OF THE CITY

- *Cities are the original sharing platforms.*
- *They formed at ancient crossroads of trade,*
- *and grew through collaboration and sharing resources.*
- *But over time, they began to feel mass produced.*
- *We lived closer together, but drifted further apart.*
- *But sharing in cities is back, and we want to help build this future.*

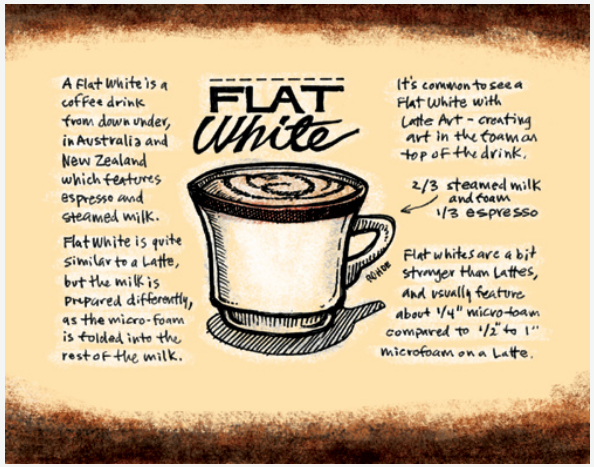
https://medium.com/@bchesky/shared-city-db9746750a3a

A CHALLENGE FOR LOCAL AUTHORITIES

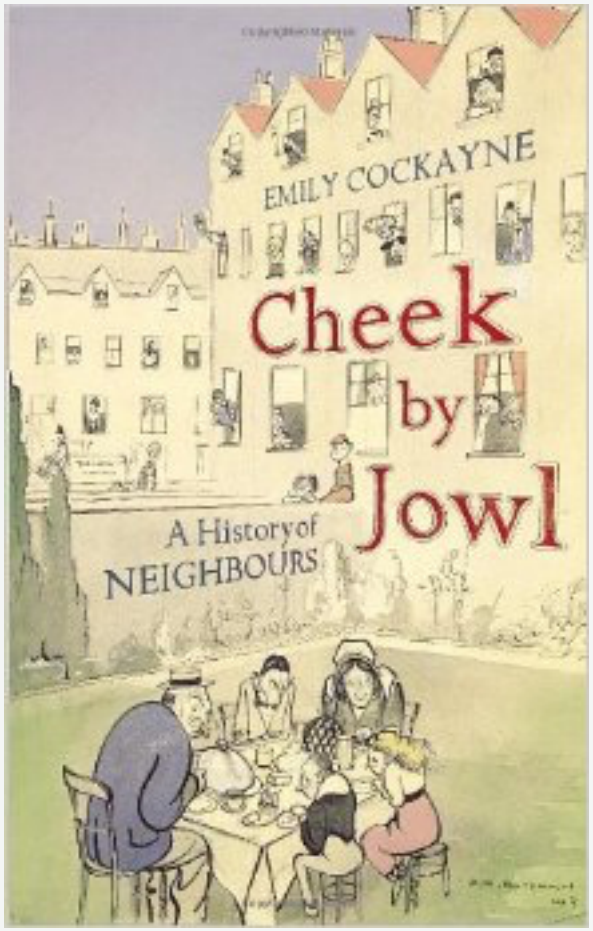
- *If you don't agree with the core principles, which are the premise of that compromise, then you have to have what I call principled confrontation*
  (Travis Kalanick, profile in *Vanity Fair* Dec 2014)

- *They tend to ask for forgiveness rather than permission – look at how Uber and Airbnb are scaling despite their regulatory impediments. They take a contrarian approach to business*
  (*Wired UK* Feb 2015, editorial)

WHO, THEN, IS MY NEIGHBOUR?



- *It's a digital re-creation of the neighbo[u]rly interactions that defined pre-industrial society. Except that now our neighbo[u]r is anyone with a Facebook account*
- *new sharing economy companies are most likely to draw from a set of like-minded, forward-thinking early adopters*
- [Tanz, 2014]



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