



FARMERS
BRANCH

Emerging Trends Impacting Land Use and Policy

Sharing Economy & Smart Cities



Local Control

- When considering policy implications, don't forget the State has in the past superseded the ability of cities to regulate certain aspects of the Sharing economy and smart city initiatives.
- For example: "House Bill 100 requires ride-hailing companies to have a permit from the Texas Department of Licensing and Regulation and pay an annual fee of \$5,000 to operate throughout the state. It also calls for companies to perform local, state and national criminal background checks on drivers annually — but **doesn't require drivers to be fingerprinted.**"



Defining Sharing Economy

Defined

- The sharing economy is an economic model often defined as a peer-to-peer (P2P) based activity of acquiring, providing or sharing access to goods and services that are facilitated by a community based on-line platform

Why Now

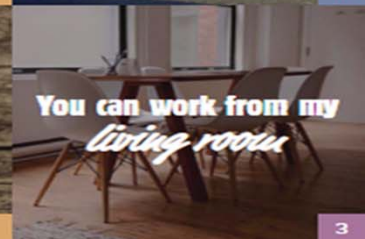
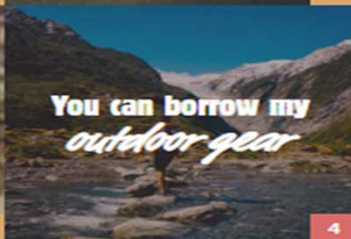
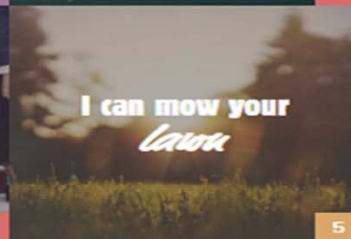
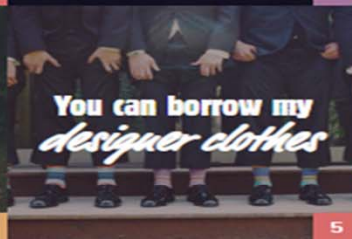
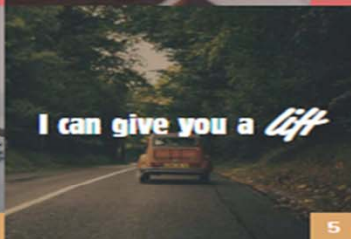
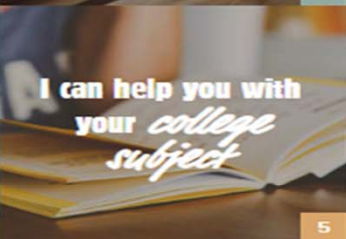
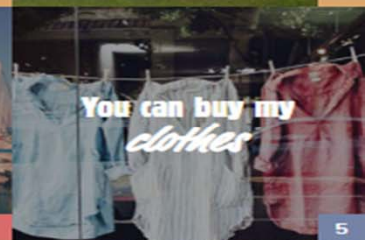
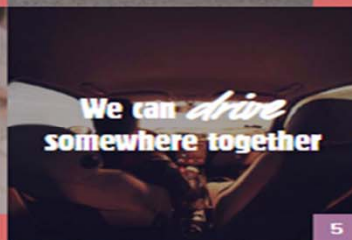
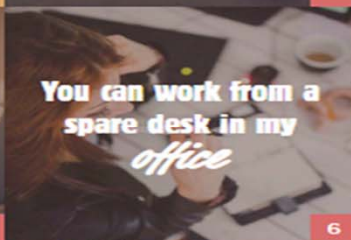
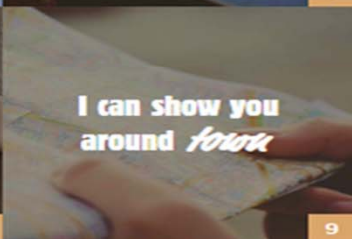
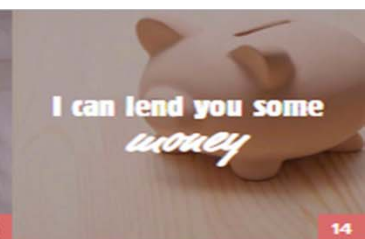
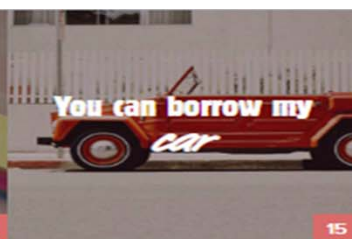
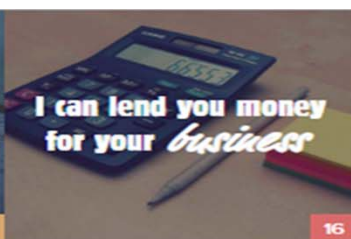
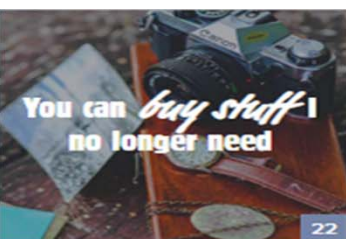
- Internet, **apps**, connectivity, big data – easy to access, easy to provide
- Allows monetization of underutilized assets – physical assets are Shared as services

Result

- Cheaper access to a different, potentially better service/experience
- Businesses changing models to better compete

Policy Concerns

- Regulatory uncertainty (land use)
- Private property rights
- Business community concerns



Pet Care: Watching, Walking, Related Services

- Traditional Economy: board your animal at a kennel
- Sharing Economy: hire a pet sitter to come to your home (multiple apps)
- Sharing Economy: board your pet at a private residence
- Policy Issue Example: barking dogs, smell, regulating (kennels require shot records), defining kennel
- *In 2016, the pet-care market was estimated at \$103.6 billion globally, and \$44.7 billion in the US.



Space Rental

Storage

- Traditional Economy: rent space at a storage facility or in a container
- Sharing Economy: rent space/garage space from a neighbor
- Policy Implications: increased foot traffic, increased truck traffic, increased noise, defining storage

Driveway/Garage

- Traditional Economy 1: park your car/RV/boat in your driveway
- Traditional Economy 2: park your car/RV/boat at a storage facility
- Sharing Economy: rent space in your neighbor's driveway or garage to park your car/RV/boat
- Policy implications: maximum number of cars per house, keeping boats/RVs out of locations they are prohibited at the expense of saturating an area they are allowed

Transportation

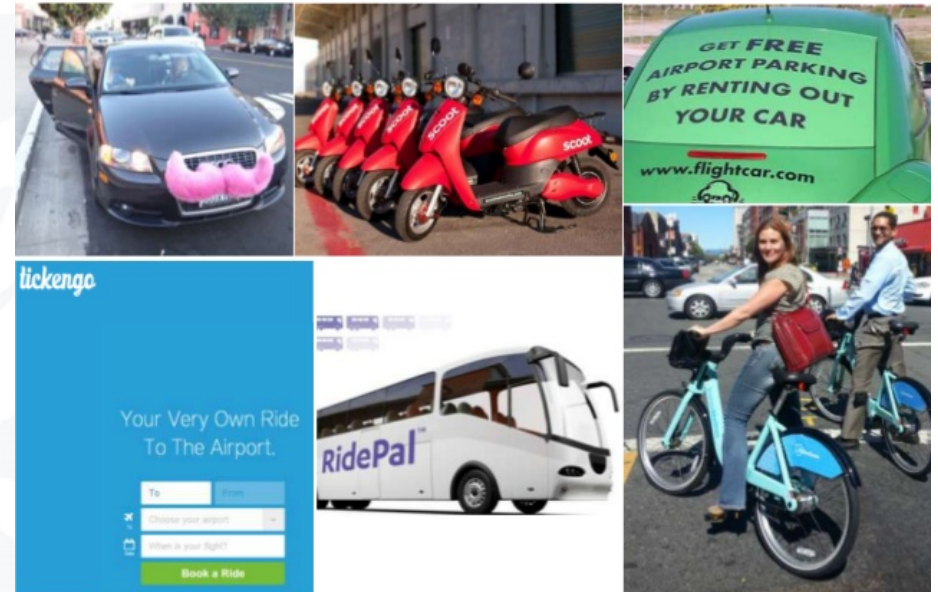
Being Driven

- Traditional Economy: Taxi or public transportation
- Sharing Economy : ride sharing service
- Policy Implications: impacts on public transportation, impact on traditional businesses (taxi), parking (Bubbl)

Drive Yourself

- Traditional Economy: buy, lease, or rent a car
- Sharing Economy: rent someone else's car
- Policy Implications: too many cars parked at one house
 - “Someone's trying to kill peer-to-peer car sharing companies by regulating them. ”

Sharing Economy: Transportation Edition



Scooters/Bicycles/Hover Boards

(applies to almost every tangible asset: boat, RV, ATV, etc.)

- Traditional Economy: walk or buy your own scooter/bicycle/hover board
- Sharing Economy: rent a scooter/bicycle
- Policy Implications: access, clutter, accidents, safety, bike lanes, scooter lanes



Social Food

- Traditional Economy: buy your food at a restaurant or from a grocery store; have your food delivered
- Sharing Economy 1: buy food prepared in a residential kitchen or from a small farm/garden
- Sharing Economy 2: pay to eat in a private residence
- Policy Implications: health and sanitary concerns, lack of regulation

The screenshot shows the Feastly website interface. At the top, the logo "feastly" is on the left, and navigation links "Browse Meals", "Hi, Willey!", and "Host a Meal" are on the right. The main heading reads "Find an authentic eating experience." with a subtext "Cooks in your area are planning great meals. Join them in their home for a great night out!". Below this is a filter bar with "All Feasts" and "Happening Soon" tabs, and a location dropdown set to "San Francisco".

Three featured food experiences are displayed as cards:

- Flavors of Sicily:** Hosted by Chinzalee. Description: "A year ago I did a road trip around Sicily and fell deeply in love with the food. I will be serving some of our favorite foods from the trip." Price: \$27.50/person. Location: Lake Merritt, Oakland, CA. Date: MAR 30, 7:00 PM. Button: "Book My Seats".
- Belizean Sampler:** Hosted by Araya. Description: "You are in for a tropical treat! I'm so excited that you will be joining me as I recreate the recipes I grew up with!" Price: \$27.50/person. Location: Lake Merritt, Oakland, CA. Date: MAR 30, 7:00 PM. Button: "Book My Seats".
- Tibetan Feast:** Hosted by Chinzalee. Description: "Hi everyone! I will be serving my family's delicious momo recipe. This will be a very casual, family style meal..please come enjoy!" Price: \$15.40/person. Location: Lake Merritt, Oakland, CA. Date: MAR 15, 6:00 PM. Button: "Book My Seats".

At the bottom, there are more food-related images and a logo for "FARMERS BRANCH" on the right.

Lodging

- Traditional Economy: rent a room in a hotel
- Sharing Economy: rent a room(s) at a private residence
- Policy Implications: increased foot traffic, increased noise, neighbor relations, garbage
- *A Fort Worth developer has proposed a hotel with 19 rooms to compete with Airbnb



Defining Smart Cities

Defined

- “A smart city is an urban area that uses different types of electronic data collection sensors to supply information which is used to manage assets and resources efficiently.”

Why Now

- New and emerging technologies
- Ease of access to data
- Resident expectations, business expectations

Result

- Increased efficiency and transparency
- Increased costs in the short run

Policy Concerns

- How to regulate, when to regulate
- Partnerships versus regulation
- Cost/benefit analysis
- Strategic direction

11



BRANCH

Sensors

Policy Implications

- Infrastructure to support
- Access (public and private)
- Collocation
- Data security

There are sensors for everything!
New technologies are creating
pathways for the sensors to work
together.



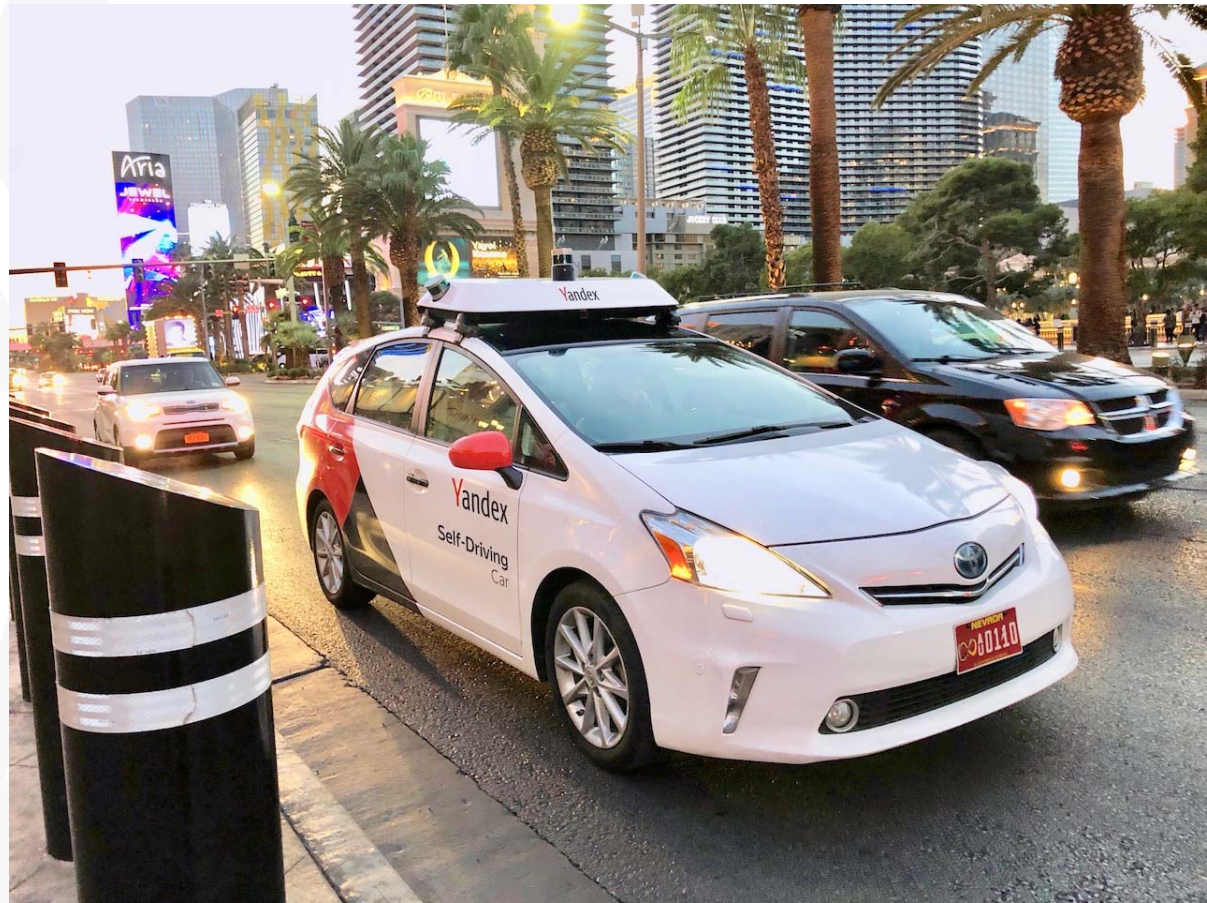
Sensors in San Diego

Self-Driving Vehicles

Policy Implications

- Parking locations
- Charging locations
- Public safety
- Less congestion
- Sustainability – personal vehicles are only utilized 3-4% of the day
- Sensor access
- Infrastructure requirements

Multiple companies are currently fine tuning this technology.



Yandex self-driving car

Self-Flying Vehicles

Policy Implications

- Noise
- Landing locations
- Charging locations

But it will never happen...

At CES, Bell indicated 2025 would be the year.
Even if they miss by 10 years, 2035 is not too far away.



Bell air taxi, CES 2019

6G Wireless

- What about 5G or 4G?



Community Sensing

We engage the public with smart city technology and in

Example: Long Beach Technology and Innovation Commis

One example: Long Beach Technology and Innovation Commission.





Questions & Discussion