

Ride-Hailing: Global Economic Geography & Canada's Opportunity

CDO Annual Conference

Shauna Brail, University of Toronto

April 2019

Two Key Questions

Question #1:

Globally, what is the economic geography of ride-hailing and how have its early phases of development impacted Canada's digital opportunity for participating in this 'new' industry?

Question #2:

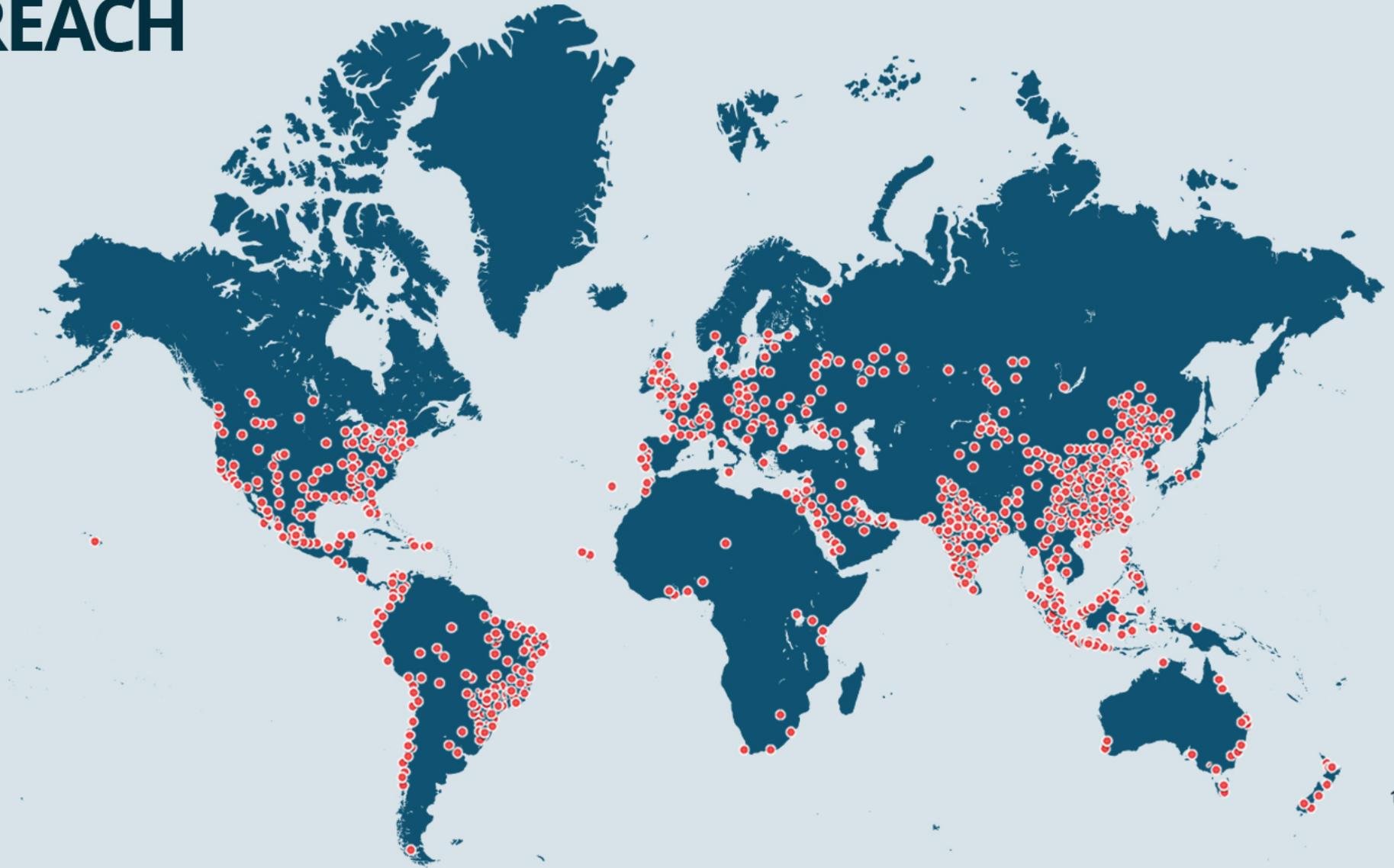
What challenges and opportunities does ride-hailing pose to Canadian cities in terms of regulation, innovation, and economic development?

RIDE-HAILING'S GLOBAL REACH



● RIDE-HAILING OPERATIONS

1000 KM



WORLD-CITIES OF RIDE-HAILING



- HQ CITIES
- ENGINEERING CITIES
- HQ AND ENGINEERING CITIES

RIDE-HAILING REGULATIONS IN CANADA

30 LARGEST MUNICIPALITIES



Greater Toronto Area



-  REGULATIONS
-  IN-PROGRESS
-  NO REGULATIONS

Policy Implications



THANK YOU

shauna.brail@utoronto.ca

@shaunabrail