

Blue Ridge Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Becca DuBois	2023	Business Management
Dylan Deffinbaugh	2023	Finance
Ella Miano	2023	Marketing
Nicholas Lesky	2023	Marketing

Advisor(s): Dr. Joe Derby

Topic Title: Uber: Driving for a Safer Future

Audience: Uber Board of Directors and C-Suite Management

Sustainable Development Goal

SDG #5: Achieve gender equality and empower all women and girls

SDG #8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

SDG #10: Reduce inequality within and among countries

Executive Summary

The ride sharing industry transformed the U.S. transportation sector by providing convenient and accessible rides for millions of people worldwide. In 2021, the ride sharing industry grossed \$85.8 billion and, according to Statista, Uber held the largest market share of the US ride sharing industry at 73.2%. With this rapid growth, women and other minority groups are experiencing higher rates of harassment and assault with minimal solutions to combat this issue. According to Uber's 2019-2020 Safety Report, "women made up 81% of the survivors in the data set, while men comprised about 15% of non-consensual sexual penetration survivors". Women Uber drivers also experience a disadvantage within the industry as they make up for over a quarter of Uber's drivers yet only make up for less than 13% of Uber trips, according to a Stanford pay gap study.

In the United States more than 40% of women have reported experiencing a form of sexual harassment and/or assault in their lifetime. Uber's safety report shows that over three thousand rides ended with some form sexual assault. The fear of sexual harassment and assault is always present for women, but especially later at night or in confined spaces. This fear is evident in the Stanford study where women make almost \$130 less weekly on average than men. In our presentation we will further explore the effects of sexual harassment of women in the ride share industry regarding employment and safety. Our recommendations will encompass solutions to create a safer environment for women driving and riding with Uber leading to better equality for women and girls, safer working conditions, and reduced inequalities.