

MarketDash Consulting

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Topic Title: Strengthening Contemporary Labor Standards Expanding Benefits for DoorDash Drivers

Audience: Door Dash Executives, Corporate Leaders, Labor Regulators,

Sustainable Development Goal

SDG #(8) : Strengthening Labor Standards : Expanding Health Benefits for DoorDash Drivers

Executive Summary

MarketDash Consulting presents this report to examine how DoorDash can strengthen contemporary labor standards by expanding benefits for its driver workforce while maintaining operational flexibility. As the gig economy continues to face increased regulatory attention and public scrutiny, labor practices have become a critical factor in long-term business sustainability. This proposal aligns with **Sustainable Development Goal #8: Decent Work and Economic Growth**, emphasizing responsible employment practices that support both workers and firms.

DoorDash relies on independent contractors to support its scalable delivery model; however, many drivers lack access to basic benefits such as health insurance and injury protection. This gap contributes to higher turnover, inconsistent service quality, and reputational risk. From a business perspective, these challenges can increase recruitment costs and weaken platform reliability as competition within the delivery market intensifies.

This report recommends a flexible, tiered benefits framework that allows DoorDash to enhance driver support without reclassifying workers. Proposed solutions include voluntary health insurance partnerships, access to low-cost accident coverage, and incentive-based benefits tied to performance and engagement. These initiatives are designed to be financially feasible, scalable, and adaptable to varying regulatory environments.

By proactively expanding driver benefits, DoorDash can reduce workforce instability, improve driver satisfaction, and strengthen its public and regulatory standing. MarketDash Consulting concludes that investing in driver well-being is a strategic business decision that supports sustainable growth while reinforcing DoorDash's leadership position in the gig-economy marketplace.