

Metadata

#Author	cory.freivogel@uber.com	SEMANTIC
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#Title	US/CAN Opportunity Analysis Insights	SEMANTIC
Account	bushra.faiz@uber.com	SEMANTIC
All Custodians	Faiz, Bushra;Freivogel, Cory;Luu, Jenny;Muehrcke, Susan;Sheridan, Danielle;Shuping, Valerie	SEMANTIC
All Paths	Faiz, Bushra: \EDISCO-25937_bushra.faiz@uber.com,abbied@uber.com\EDISCO-25937_bushra.faiz@uber.com_abbied@uber.com_80.zip; Faiz, Bushra: \EDISCO-25937_bushra.faiz@uber.com,abbied@uber.com\EDISCO-25937_bushra.faiz@uber.com_abbied@uber.com_80.zip; Freivogel, Cory: \JCCP-EDISCO-23800_2021_ApriltoJune\JCCP-EDISCO-23800_2021_ApriltoJune_16.zip; Freivogel, Cory: \JCCP-EDISCO-23800_2021_ApriltoJune\JCCP-EDISCO-23800_2021_ApriltoJune_16.zip; Freivogel, Cory: \MassTort_Category2_DRIVE\MassTort_Category2_DRIVE_2.zip; Freivogel, Cory: \MassTort_Category2_DRIVE\MassTort_Category2_DRIVE_2.zip; Freivogel, Cory: \MassTort_Category3_DRIVE\MassTort_Category3_DRIVE_2.zip; Freivogel, Cory: \MassTort_Category3_DRIVE\MassTort_Category3_DRIVE_2.zip; Luu, Jenny: \EDISCO-25695_DR01\EDISCO-25695_DR01_15.zip; Luu, Jenny: \EDISCO-25695_DR01\EDISCO-25695_DR01_15.zip; Luu, Jenny: \MassTort_Category3_Drive_AdditionalCustodian\MassTort_Category3_Drive_AdditionalCustodian_0.zip; Luu, Jenny: \MassTort_Category3_Drive_AdditionalCustodian\MassTort_Category3_Drive_AdditionalCustodian_0.zip; Muehrcke, Susan: \EDISCO-25937_smuehrcke@uber.com_david.richter@uber.com_rachelw@uber.com\EDISCO-25937_smuehrcke@uber.com_david.richter@uber.com_rachelw@uber.com_23.zip; Muehrcke, Susan: \EDISCO-25937_smuehrcke@uber.com_david.richter@uber.com_rachelw@uber.com\EDISCO-25937_smuehrcke@uber.com_david.richter@uber.com_rachelw@uber.com_23.zip; Sheridan, Danielle: \JCCP-EDISCO-23800_2021_ApriltoJune\JCCP-EDISCO-23800_2021_ApriltoJune_16.zip; Sheridan, Danielle: \JCCP-EDISCO-23800_2021_ApriltoJune\JCCP-EDISCO-23800_2021_ApriltoJune_16.zip; Sheridan, Danielle: \MassTort_Category3_DRIVE\MassTort_Category3_DRIVE_2.zip; Sheridan, Danielle: \MassTort_Category3_DRIVE\MassTort_Category3_DRIVE_2.zip; Shuping, Valerie: \EDISCO-25493_valerie.shuping@uber.com\EDISCO-25493_valerie.shuping@uber.com_0.zip; Shuping, Valerie: \EDISCO-25493_valerie.shuping@uber.com\EDISCO-25493_valerie.shuping@uber.com_0.zip	SEMANTIC
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Trial Exhibit No.
P-00311

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Other Custodians	Freivogel, Cory;Sheridan, Danielle;Luu, Jenny;Muerhcke, Susan;Shuping, Valerie;Faiz, Bushra	SEMANTIC
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UBER

US/CAN Opportunity Analysis

May 2018

Valerie Shuping

A/C Privilege

CONFIDENTIAL

P-00311.00003

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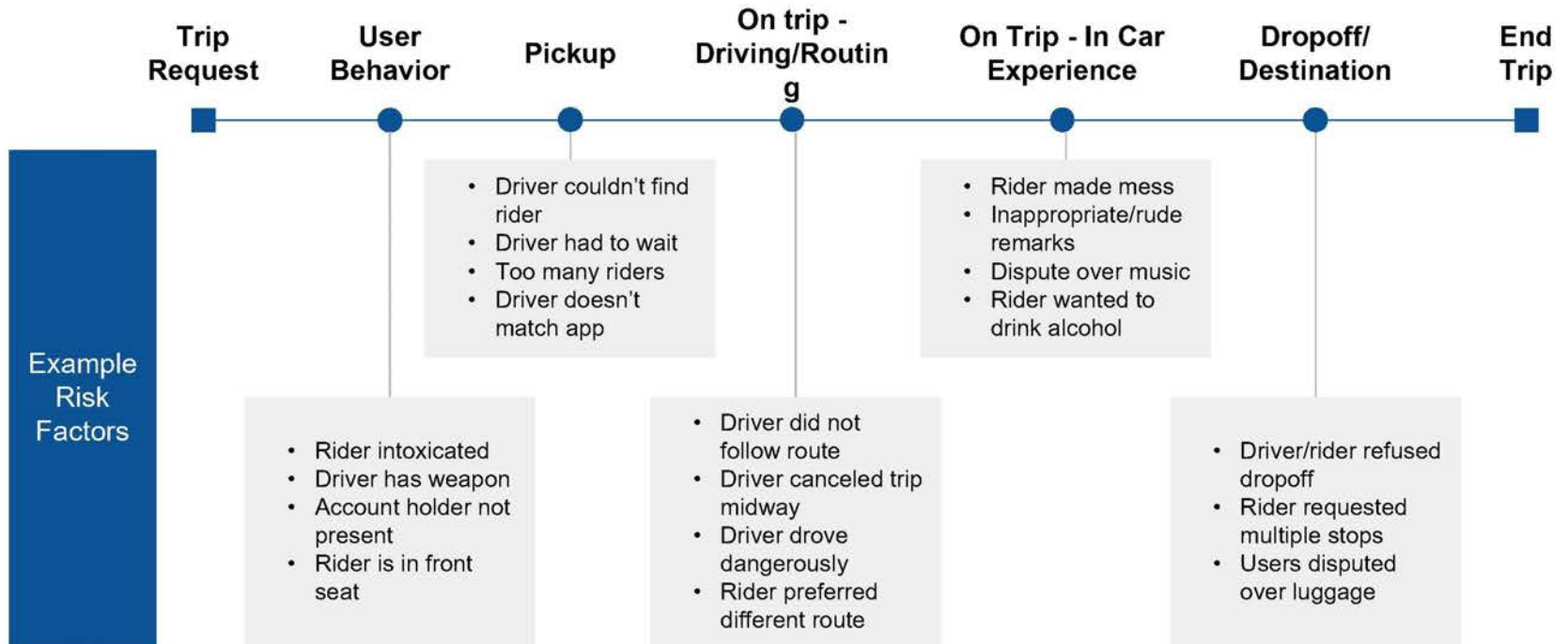
Slide 1 Notes

Click to add speaker notes

Audit Background & Overview

Risk Factors

User behavior and trip circumstances can make a trip more vulnerable to an incident



Audit Overview

Comprehensive audit allowed us to get granular details of L3 and L4 incidents

- We worked in conjunction with Safety & Insurance Data Science to audit 500 serious incidents in the US and Canada from trips between 3/2017 and 2/2018 in order to determine which risk factors (described previously) are most prevalent in L3/L4 Sexual Misconduct and Physical Altercation incidents
 - 284 Sexual Assault tickets (143 L3; 141 L4)
 - 203 Physical Altercation tickets (194 L3; 9 L4)
- Included all Products and Flows except for Eats
- Note that multiple risk factors could be chosen for a single trip, and the same user could be involved in multiple incidents
- Sample size for this audit can generally be considered representative of overall population (+/- 6-7% at 95% conf. interval); however, user-level and gender-level insights may not be

Slide 4 Notes

Query for how many total incidents: <https://qb.uberinternal.com/querybuilder/builder/EQnXAroS71>

Website for confidence interval: <https://www.surveysystem.com/sscalc.htm>

Assumes a 50 percentage

- 5.76 confidence interval, 95% confidence level
- 6.84 confidence interval, 95% confidence level

Physical Altercation

18817

Sexual Assault

14511

Detailed Audit Findings

Executive Summary

Below are the most significant findings that we found in our audit

1 Intoxicated rider

Sexual Assault: 52% of audited reports
Physical Altercation: 38% of audited reports

2 Rider alone in car

Sexual Assault: 33% of audited reports
Physical Altercation: 10% of audited reports

3 Inappropriate /rude remarks made

Physical Altercation: 27% of audited reports

4 Destination issues

Physical Altercation: 22% of audited reports

5 Rider in front seat

Sexual Assault: 16% of audited reports

1a

Intoxicated Riders | Sexual Assault

Over half of audited Sexual Assault reports include an intoxicated rider

Findings

284 Sexual Assault reports audited

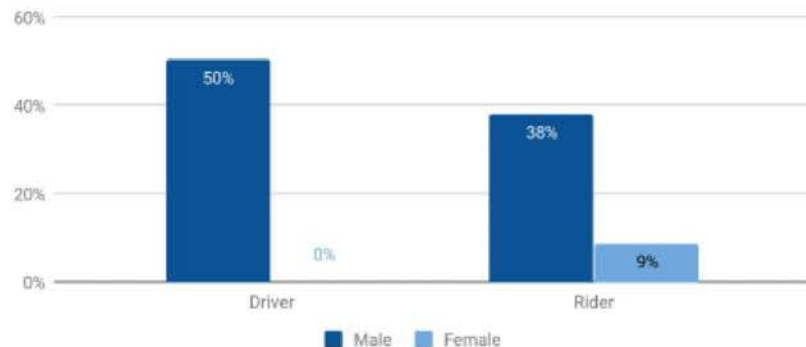
52% (147) include a suspected intoxicated rider

Of those, **50% (74)** have a **male driver** as an accused party

Potential Actions

1. Detect anomalous phone handling patterns to determine if rider is intoxicated
2. Leverage sexual misconduct model (being built by Safety & Insurance Product team) to pair likely intoxicated riders with drivers less likely to get in an incident
3. Work with Safety & Insurance Marketing to provide drivers with best practices re: how to handle intoxicated riders
4. Explore further incentivizing highly rated female drivers to drive during these hours, and pair them with female riders

Audited Sexual Assault + Intoxicated Rider Reports by Accused Party



The numbers may not tie out to 100% because 1) More than one party can be accused (e.g. rider and driver both accuse each other of physical altercation); or 2) A third party may be the only accused party (e.g. a driver is robbed by pedestrian right after dropoff).

1b

Intoxicated Riders | Physical Altercation

Male riders make up the bulk of the accused in Physical Altercations

Findings

203 Physical reports audited

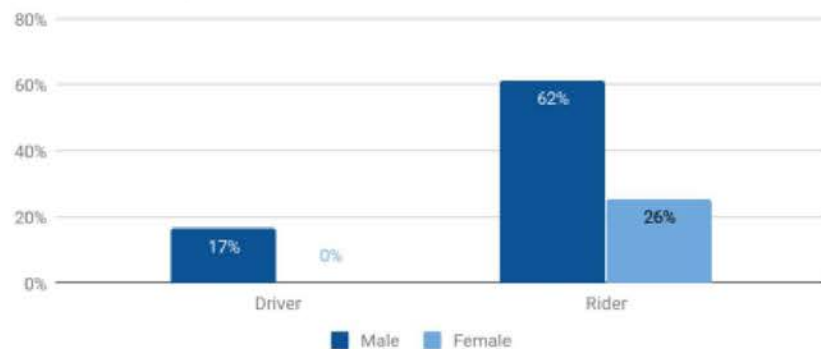
38% (78) include a suspected intoxicated rider

Of those, almost 90% (68) have a rider as an accused party

Potential Actions

1. Detect anomalous phone handling patterns to determine if rider is intoxicated
2. Scope in-car interventions (e.g. water bottles, food, games) to distract riders
3. Broaden the sexual assault model to account for all L3/L4 incidents
4. Work with Safety & Insurance Marketing to determine best practices for how drivers should deal with intoxicated riders and message appropriately

Audited Physical Altercation + Intoxicated Rider Reports by Accused Party



The numbers may not tie out to 100% because 1) More than one party can be accused (e.g. rider and driver both accuse each other of physical altercation); or 2) A third party may be the only accused party (e.g. a driver is robbed by pedestrian right after dropoff).

Slide 8 Comments

- 1 Danielle reminder: look up gender methodology and put in speaker notes
Danielle Sheridan, 6/19/2018 04:37 PM
- 2 More detail here: https://docs.google.com/document/d/1mEsp9sABWiTP9RIEukGfgfsYxvlej4_ujtjKJRqbEZ4/edit?usp=sharing
Valerie Shuping, 6/18/2018 05:19 PM
- 3 Thanks +valerie.shuping@uber.com! Can you remind me where the query pulls from? is it an external database?
- I remember you mentioning this, but can't remember, and want to leave myself some notes.
Danielle Sheridan, 6/19/2018 03:53 AM
- 4 yes, so my query ranks the different sources using the same logic as their recommended query:
1) looking at what the driver's document says if the gender is pulled (it often is on DLs)
2) looking at % of drivers we have who have the same first name, and what gender those drivers are based on their DLs
3) an external database based on first name
4) the one million women tag
- For rider's guest, I manually pulled those where the rider's guest was accused by just looking at the pronouns in the JIRA ticket. I did the same for the dozen or so names which weren't able to be pulled in the query.
Valerie Shuping, 6/19/2018 04:37 PM

2a

Riders Alone in Car | Sexual Assault

A third of Sexual Assault reports are indicated to have a rider who is alone in the vehicle. The majority of these cases involved a male driver as the accused party.

Findings

284 Sexual Assault reports audited

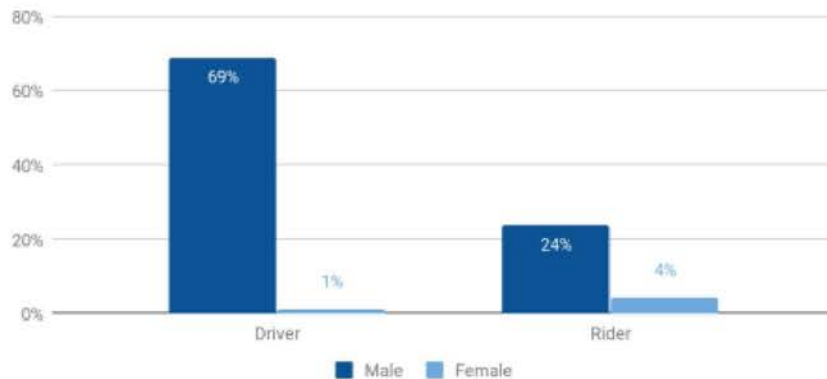
33% (93) include a rider who is alone in car

Of those, 69% (64) have a male driver as an accused party

1. Ask riders for # of passengers that will be in the vehicle, even if they request a non shared rides trip. Use that data as an input into sexual misconduct model
2. Loosen POOL match rules during high incident times or areas

Potential Actions

Audited Sexual Assault Reports + Rider Alone by Accused Party



The numbers may not tie out to 100% because 1) More than one party can be accused (e.g. rider and driver both accuse each other of physical altercation); or 2) A third party may be the only accused party (e.g. a driver is robbed by pedestrian right after dropoff).

2b

Riders Alone in Car | Physical Altercation

Conversely, rider being alone is a much smaller risk factor for Physical Altercations

Findings

203 Physical Altercation reports audited

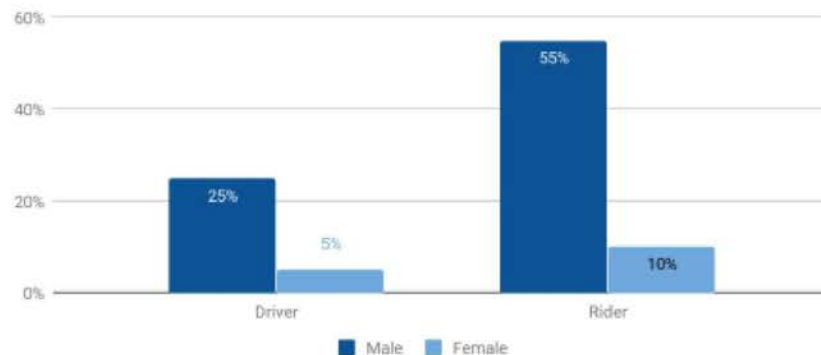
Just **10% (20)** include a rider who is alone in car

Of those, **55% (11)** have a **male rider** as an accused party

Potential Actions

1. Provide drivers with optional classes on how to diffuse tension or arguments

Audited Physical Altercation Reports + Rider Alone by Accused Party



The numbers may not tie out to 100% because 1) More than one party can be accused (e.g. rider and driver both accuse each other of physical altercation); or 2) A third party may be the only accused party (e.g. a driver is robbed by pedestrian right after dropoff).

Inappropriate/Rude Remarks | Physical Altercation

Riders making inappropriate/rude remarks can incite physical altercations

Findings

203 Physical Altercation reports audited

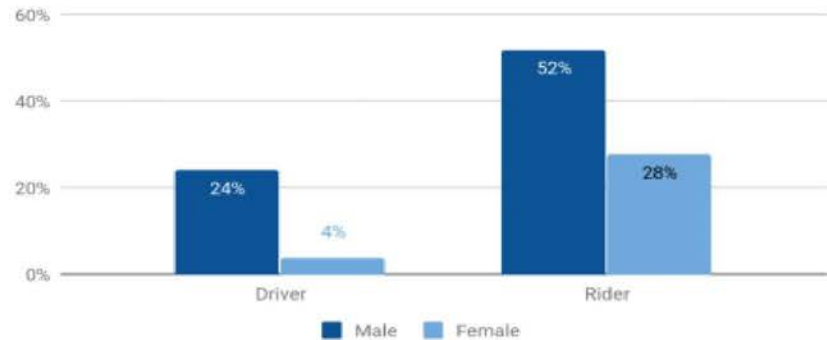
27% (54) include inappropriate/rude remarks as a risk factor

Of those, 80% (43) have a rider as an accused party

Potential Actions

1. Continued analysis to understand if previous reports of inappropriate/rude remarks are directly linked to future physical altercations
2. Require users to actively acknowledge the Community Guidelines with a callout on appropriate conversation
3. Provide drivers with optional classes on how to diffuse tension or arguments

Physical Altercation + Inappropriate Remarks by Accused Party



**Inappropriate/rude remarks aren't as relevant to Sexual Assault, as it is usually the accused making inappropriate/rude remarks toward the accuser, which can be considered part of the incident itself*

The numbers may not tie out to 100% because 1) More than one party can be accused (e.g. rider and driver both accuse each other of physical altercation); or 2) A third party may be the only accused party (e.g. a driver is robbed by pedestrian right after dropoff).

Destination Issues | Physical Altercation

Changing destinations or making multiple stops is a risk factor for over a fifth of audited Physical Altercation reports

Findings

203 Physical Altercation reports audited

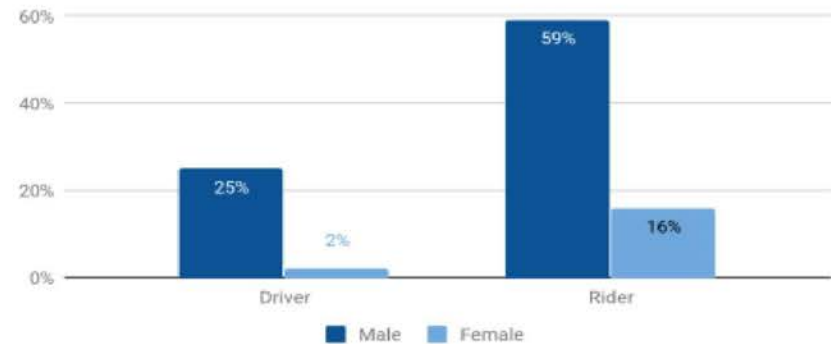
22% (44) include destination issues, like multiple stops or a destination change

Of those, **75% (33)** have a **rider** as an accused party

Potential Actions

1. Automatic detection of destination refusal and in-product intervention (e.g. pop-up)
2. In-app graphic for riders on how to request multiple destinations
3. Video in learning portal for drivers on what happens, product-wise and earnings-wise, when a rider requests multiple stops
4. An operational process for handling riders who go to a different, or more than one, destination without requesting it in-app (e.g. a warning process, a surcharge)

Physical Altercation + Destination Issues by Accused Party



The numbers may not tie out to 100% because 1) More than one party can be accused (e.g. rider and driver both accuse each other of physical altercation); or 2) A third party may be the only accused party (e.g. a driver is robbed by pedestrian right after dropoff).

5

Rider in Front Seat | Sexual Assault

In over 15% of audited Sexual Assault reports, the rider was indicated to be sitting in the front seat

Findings

284 Sexual Assault reports audited

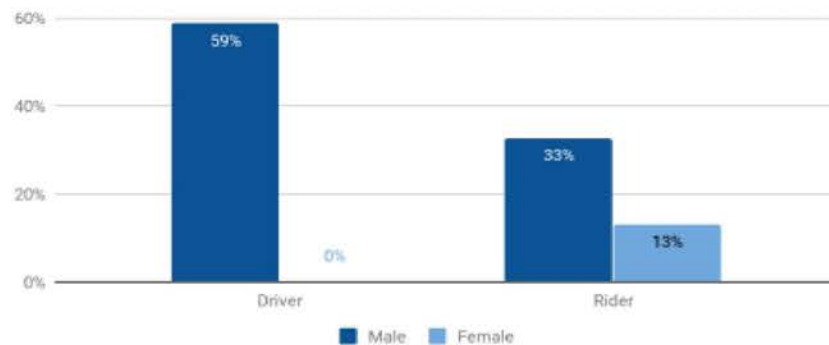
16% (46) include trips where the rider is indicated to be sitting in the front seat

Of those, almost 60% (27) have the driver as an accused party

Potential Actions

1. Educate riders that we don't expect them to sit in the front unless necessary. Provide in-app indicators (e.g. "Your car has arrived. Please proceed to the backseat")
2. Educate drivers that they shouldn't need to use the front seat unless their car is at capacity

Audited Sexual Assault Reports + Rider in Front Seat by Accused Party



The numbers may not tie out to 100% because 1) More than one party can be accused (e.g. rider and driver both accuse each other of physical altercation); or 2) A third party may be the only accused party (e.g. a driver is robbed by pedestrian right after dropoff).

Slide 13 Notes

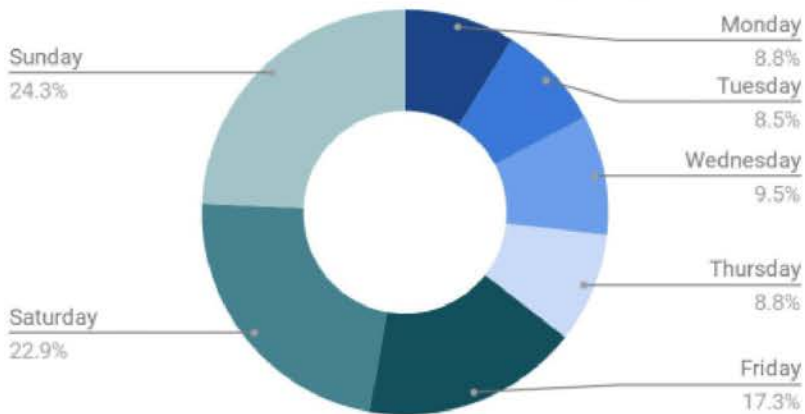
In about half these trips, the rider is also indicated to be intoxicated

Other Audit Findings

Trip Details | Sexual Assault

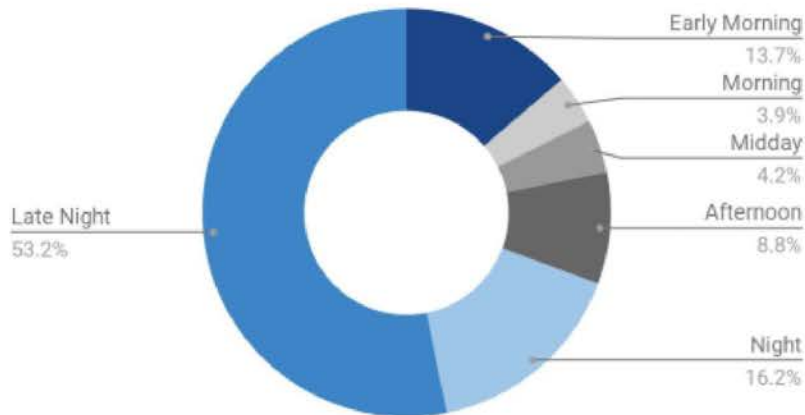
Most audited sexual assault trips happened at night and on the weekend

Audited Sexual Assault Reports by Day of Week



Almost **65%** of the associated trips to audited Sexual Assault reports happened from Friday - Sunday, compared to about **45% of total trips** that happen during that time period

Audited Sexual Assault Reports by Time of Day



Over **80%** of the associated trips to audited Sexual Assault reports happened during “dark hours” (7pm - 7am), compared to **40%** of total trips

Slide 15 Notes

Early Morning (3:00am - 7:00am)

Morning (7:00am - 11:00am)

Midday (11:00am - 3:00pm)

Afternoon (3:00pm - 7:00pm)

Night (7:00pm - 11:00pm)

Late Night (11:00pm - 3:00am)

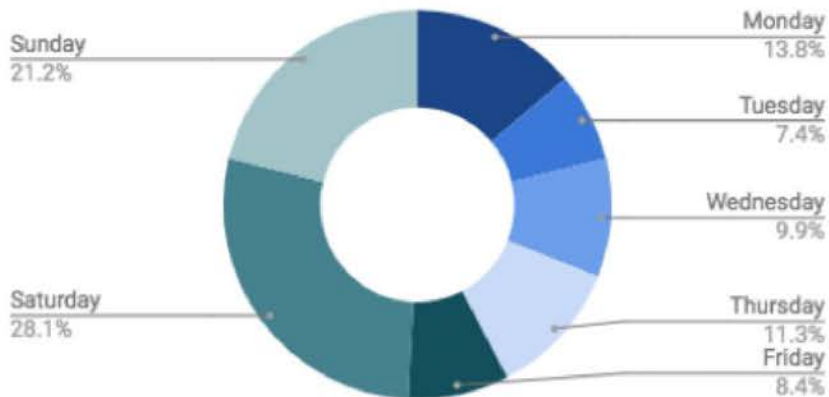
Day of Week total trips - <https://qb.uberinternal.com/querybuilder/builder/ByCybBpxXp>

Time of Day total trips - <https://qb.uberinternal.com/querybuilder/builder/w4vDf5ZDjZ>

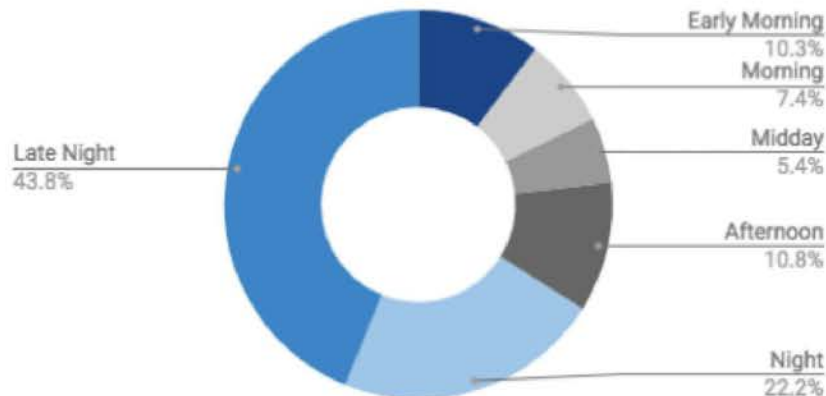
Trip Details | Physical Altercation

The same trends hold true with Physical Altercations

Audited Physical Altercation Reports by Day of Week



Audited Physical Altercation Reports by Time of Day



Around **58%** of the associated trips to audited Physical Altercation reports happened from Friday - Sunday, compared to about **45%** of total trips

Over **75%** of the associated trips to audited Physical Altercation reports happened during “dark hours” (7pm - 7am), compared to **40%** of total trips

Slide 16 Notes

Early Morning (3:00am - 7:00am)

Morning (7:00am - 11:00am)

Midday (11:00am - 3:00pm)

Afternoon (3:00pm - 7:00pm)

Night (7:00pm - 11:00pm)

Late Night (11:00pm - 3:00am)

Day of Week total trips - <https://qb.uberinternal.com/querybuilder/builder/ByCybBpxXp>

Time of Day total trips - <https://qb.uberinternal.com/querybuilder/builder/w4vDf5ZDjZ>

Appendix

Destination Issues | Sexual Assault

Destination issues are a smaller risk factor for Sexual Assault

Findings

284 Sexual Assault reports audited

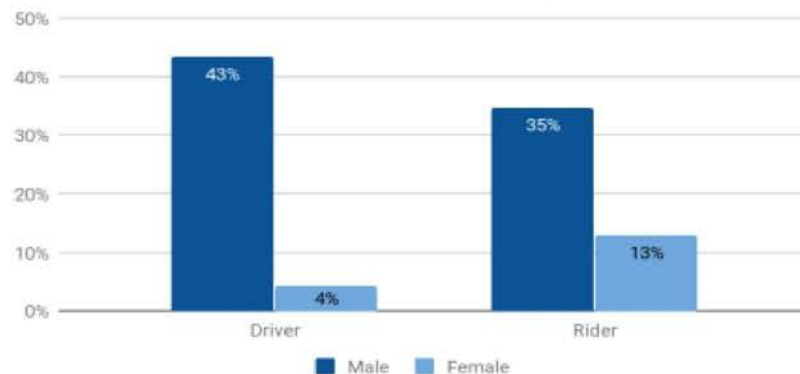
8% (23) include destination issues, like multiple stops or a destination change

Of those, 43% (10) have a male driver as an accused party

Potential Actions

1. Automatic detection of destination refusal and text/call intervention
2. In-app graphic for riders on how to request multiple destinations
3. Video in learning portal for drivers on what happens, product-wise and earnings-wise, when a rider requests multiple stops
4. A surcharge for any rider who doesn't add their destination

Sexual Assault + Destination Issues by Accused Party



The numbers may not tie out to 100% because 1) More than one party can be accused (e.g. rider and driver both accuse each other of physical altercation); or 2) A third party may be the only accused party (e.g. a driver is robbed by pedestrian right after dropoff).

Rider in Front Seat | Physical Altercation

When the rider is sitting in the front during a Physical Altercation report, the rider is more likely to be an accused party

Findings

203 Physical Altercation reports audited

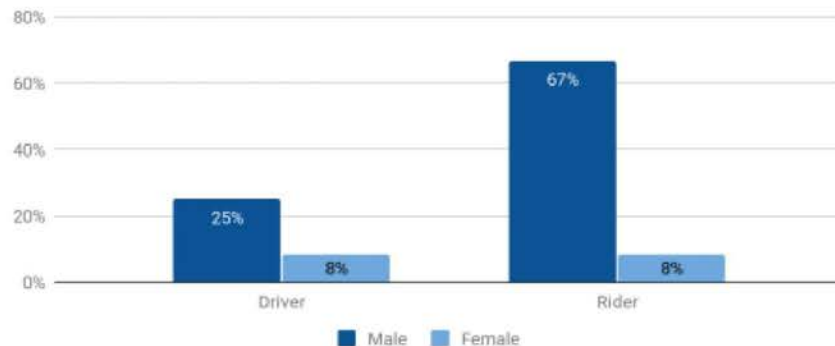
6% (12) include trips where the rider is indicated to be sitting in the front seat

Of those, almost 75% (9) have a rider as an accused party

Potential Actions

1. Educate drivers that we don't expect riders to sit in the front unless necessary. Provide suggested phrases and tactics to use if they don't want riders to sit in the front (e.g. pulling their seat all the way forward)
2. Ship drivers in-car cameras, which would be easily visible to a front seat rider

Audited Physical Altercation Reports + Rider in Front Seat by Accused Party



The numbers may not tie out to 100% because 1) More than one party can be accused (e.g. rider and driver both accuse each other of physical altercation); or 2) A third party may be the only accused party (e.g. a driver is robbed by pedestrian right after dropoff).

Slide 19 Notes

In about half these trips, the rider is also indicated to be intoxicated

Account Holder Not Present | Sexual Assault

In Sexual Assault reports where the AH is not present, the driver is more likely to be the accused party

Findings

284 Sexual Assault reports audited

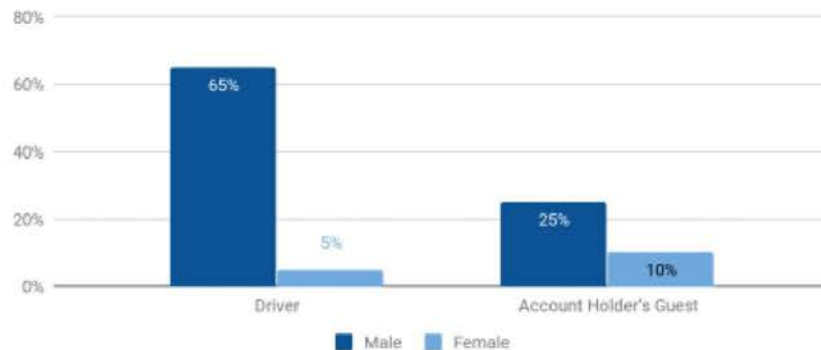
7% (20) include trips where the account holder is not present.

Of those, 70% (14) have the **driver** as an accused party

Potential Actions

1. Allow Safety Toolkit, Share Trip, and SOS button to be accessed off-trip to account holder's guest
2. Automatically text AH if trip takes a long stop or goes off route

Audited Sexual Assault Reports + AH Not Present by Accused Party



The numbers may not tie out to 100% because 1) More than one party can be accused (e.g. rider and driver both accuse each other of physical altercation); or 2) A third party may be the only accused party (e.g. a driver is robbed by pedestrian right after dropoff).

Slide 20 Notes

In about half these trips, the rider is also indicated to be intoxicated

Account Holder Not Present | Physical Altercation

Conversely, in Physical Altercation reports where the AH is not present, the rider is more likely to be the accused party

Findings

203 Physical Altercation reports audited

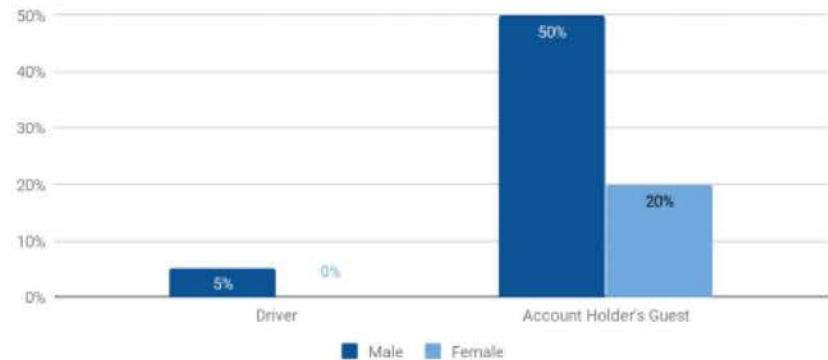
10% (20) include trips where the account holder is not present.

Of those, 70% (14) have an account holder's **guest** as an accused party

Potential Actions

1. Educate account holders that they are responsible for the behavior of their guests
2. Ban riders if they allow an already banned friend on a trip

Audited Physical Altercation Reports + AH Not Present by Accused Party



The numbers may not tie out to 100% because 1) More than one party can be accused (e.g. rider and driver both accuse each other of physical altercation); or 2) A third party may be the only accused party (e.g. a driver is robbed by pedestrian right after dropoff).

Slide 21 Notes

In about half these trips, the rider is also indicated to be intoxicated

Off-platform incidents

Off-platform incidents should be classified differently so as not to inflate our incident rate

Over 20 L4 incidents out of the 150 in the sampled year happened off platform. Most often, this would be reports of a rape or fatality before or after an Uber trip but unrelated to Uber.

Potential next steps

1. While these incidents are serious, classifying them in the same way as those which happen on the platform misstates our incident rate. We recommend updating the taxonomy or JIRA filtering to indicate when an incident is unrelated to Uber.

L4 Off Platform Incidents as Percentage of Total

