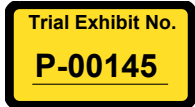


UBER_JCCP_MDL_000221494

Metadata

Account	brooke.anderson@uber.com	SEMANTIC
All Custodians	Anderson, Brooke;Breedden, Tracey;Kansal, Sachin;Lake, Carley;Parker, Kate	SEMANTIC
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Message

From: Hollis Shoor [hollis@uber.com]
Sent: 12/1/2018 8:07:32 PM
To: Kate Parker [kateparker@uber.com]; Brooke Anderson [brooke.anderson@uber.com]; Sachin Kansal [sachin.kansal@uber.com]; Eric Schroeder [eric.schroeder@uber.com]; Tracey Breedon [tbreedon@uber.com]; Carley Lake [carley@uber.com]; Johnathon Purcell [johnathon@uber.com]
Subject: Women are having #MeToo issues with their Uber and Lyft drivers, survey says

I can only imagine what the narrative will be like after the release of the transparency report.

A couple reactions to a recent study about sexual violence in Ubers

- 23%, nearly 1 in 4, of women have had an uncomfortable encounter with an Uber driver with 8% having to get the police involved. This seems way too high. We need to have higher standards. It also makes Uber sound less safe than Lyft with 15% of female riders indicating they had an encounter.
- Our safety differentiation story is not coming through yet. Other than the emergency button, no real differences, between Uber and Lyft. In my opinion the on-going criminal screening process was unclear and got lost in the story. The differences are more explicit in the [alarms.org](https://www.alarms.org) press release.
- This is another story encouraging us to explore women drivers for women riders. Our silence makes it seem like we are deaf to the message.
- As we have been saying in our internal research, riders are taking safety into their own hands.
- The one positive note, is the women rides still consider us safer form of transportation compared to taxis, professional car services, and public transportation

Press stories:

<https://www.alarms.org/uber-lyft-womens-safety-report/>

<https://www.star-telegram.com/news/traffic/your-commute/article222314585.html>