

Intent  
Impact  
and the  
Way Forward



**DRIVE  
FORWARD**  
SEATTLE

SEATTLE CITY COUNCIL GOVERNANCE, ACCOUNTABILITY, & ECONOMIC  
DEVELOPMENT COMMITTEE

# Introductions/Who we are



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- ▶ Formed in 2015 by activist rideshare drivers
- ▶ Non-profit Membership Association
- ▶ 2500 Members State-wide
- ▶ Mission:
  - ▶ Independence
  - ▶ Education
  - ▶ Community
- ▶ Fair treatment of App-based Workers

# Intent

## Minimum Payment

- Tied to minimum wage
- Reasonable cost reimbursement
- Boosts sub-minimum wages

## Transparency

- Time
- Distance
- Location
- Exceptional Circumstances
- Paper Trail

## Flexibility

- Worker in control of their schedule
- Worker chooses which platform
- Worker chooses which offer

# Actions Taken

## Companies

- “Seattle Regulatory Fee”
- Tipping moved to after completion
- Popular worker incentive programs ended

## Consumers

- Face higher prices
- Ordering less
- Tipping less or not at all

## Workers

- Flood of new workers in Seattle

# Measuring Impact

## Data

- Network Companies own the data
- Lack of willingness to release data
- Data driven decision are harder

## Anecdotal Evidence

- Worker stories
- On-Demand workers are severely impacted
- Other workers less impacted if not benefiting
- Market regulations should not decide which workers win or lose

## Survey Data

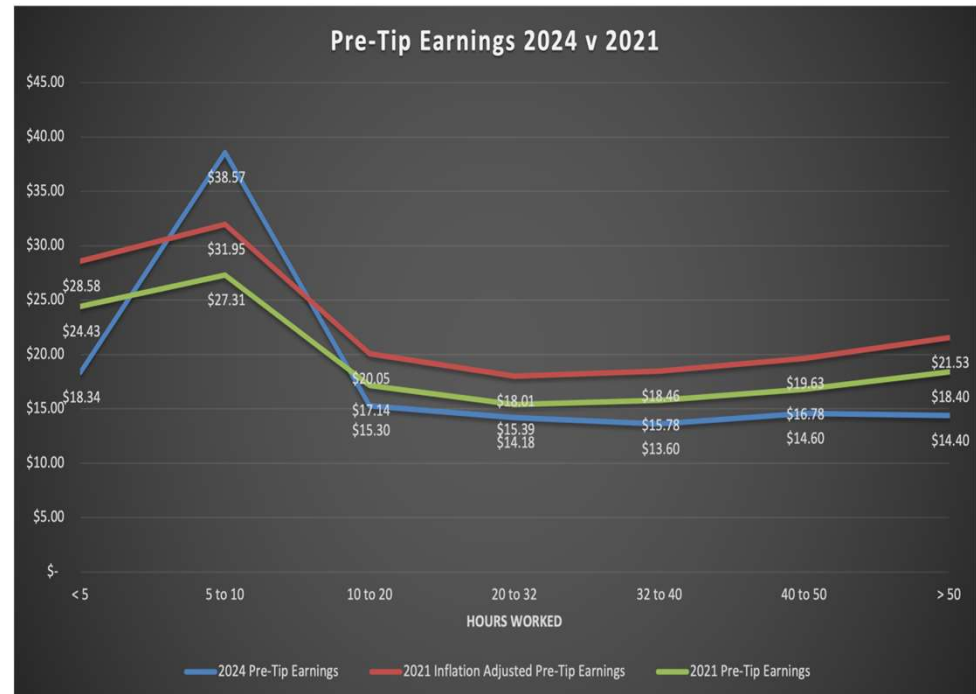
- 2021 Survey
  - 794 respondents
  - More extensive
- 2024 Survey
  - 554 respondents
  - Narrower in scope

# IMPACT

## Drive Forward Survey Results

### Pre-Tip Earnings

Down 21% - 36% for most  
compared to 2021 inflation  
adjusted



# IMPACT

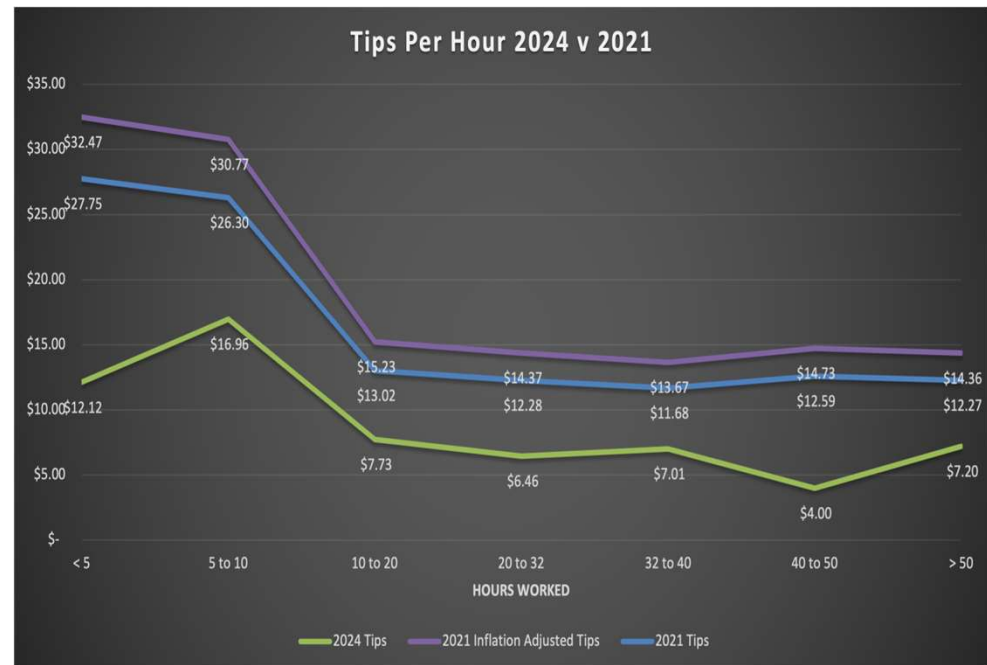
## Drive Forward Survey Results

### Tips

Down up to 50% compared to 2021 inflation adjusted

80% of workers reporting fewer orders

64% of workers reporting frequency of tips decreasing

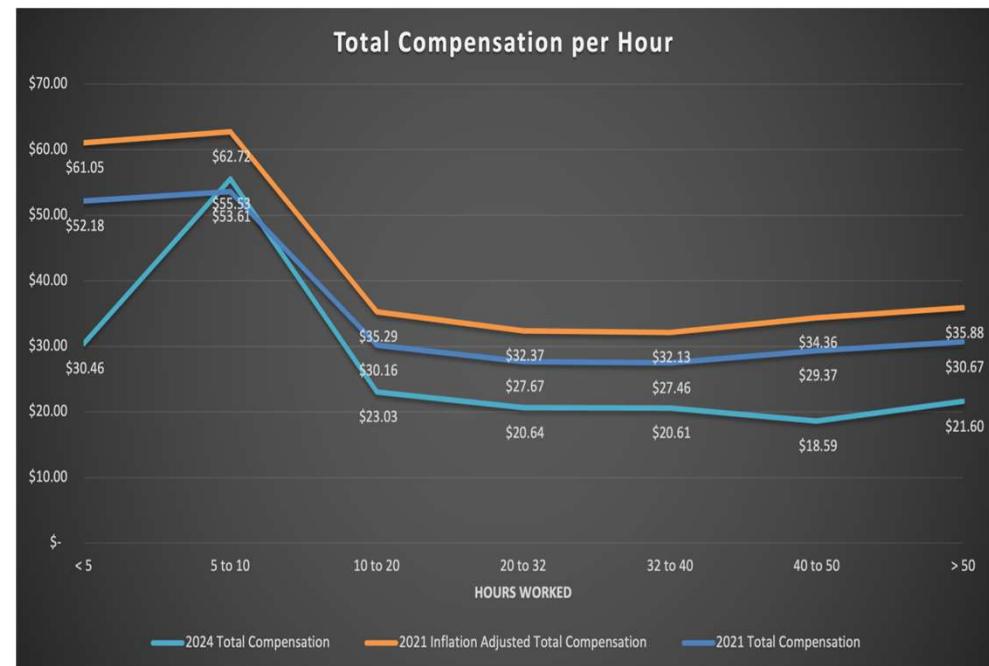


# IMPACT

## Drive Forward Survey Results

### Total Compensation

Down 11% - 50% Compared  
to 2021 inflation adjusted





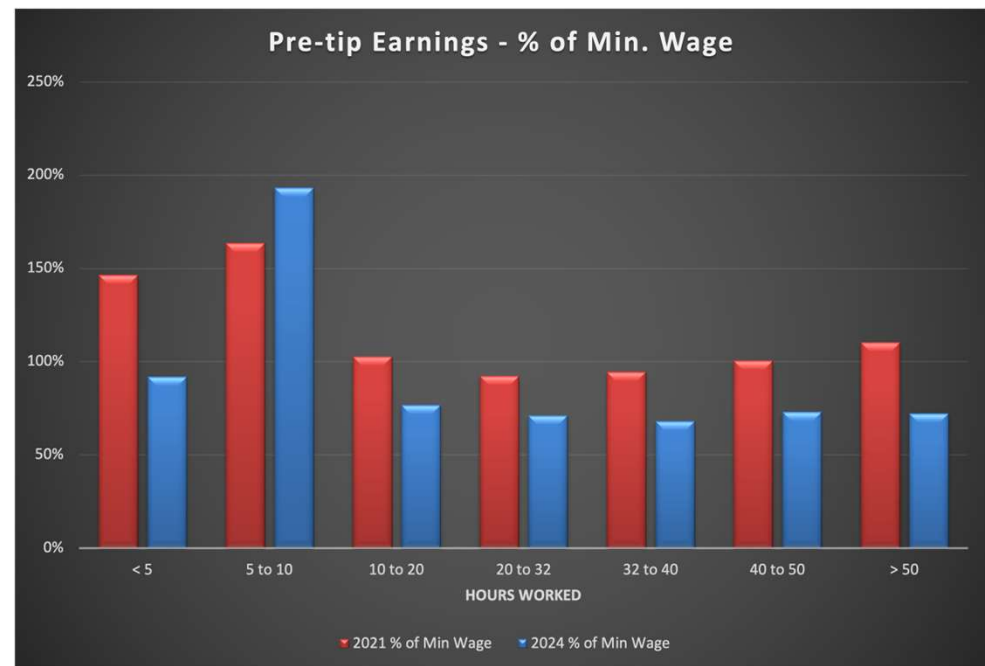
# IMPACT

## Drive Forward Survey Results

### Pre-Tip Earnings v Minimum Wage

2021 – A few workers were 5%-8% below min. Wage

2024 – Most workers are 23%-36% below min. wage.



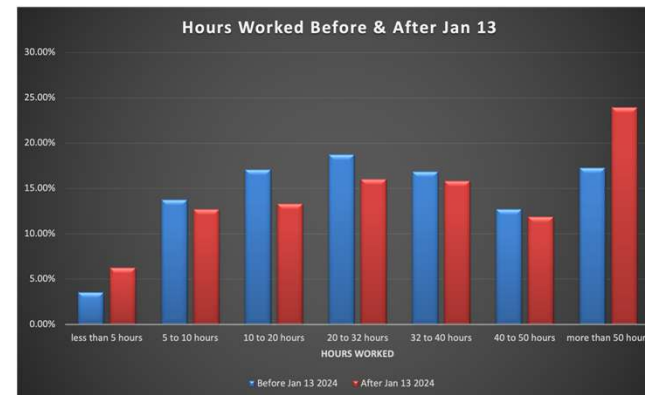
# Drive Forward Survey Results

## Wait Times



- Pre 1/13 – 41% less than 5 min.
- Post 1/13 – 55% more than 30min
- 72% said receiving significantly fewer offers

## Working Harder



- More App-based workers working longer hours post 1/13
- Since 2021 Workforce shifted from 57% less than 20hours/week to 53% more than 32 Hours/week

# IMPACT – Anecdotal Evidence

- ▶ *This is my full-time work and I am not receiving enough orders to make a living. My earnings have been cut in half. -Andrea (UberEats & DoorDash)*
- ▶ *It's bad! Everyone is working now because the pay is high but that means I work less. It doesn't make sense! -Matt (Shipt, DoorDash, & UberEats)*
- ▶ *90% of the customers don't tip since the app changed. So, they have to go back onto the app after the delivery, if they even remember to do so, in order to tip. That's a big thumbs down. -Sally*
- ▶ *It's kind of unpopular among the door Dashers but it's working out really well for me. [With the way AmazonFlex works] it sometimes doubles the amount that I make on a shift if I work within the Seattle limits. -Terry (Amazon Flex)*



A Way  
Forward –  
Aligning  
Intent and  
Impact

# Intent

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# Aligning Intent with Impact

## THREE KEY ASKS

- REMOVE "SEATTLE REGULATORY FEE"
- RETURN TIPPING TO CHECKOUT
- BRING BACK POPULAR WORKER INCENTIVE PROGRAMS

# Alignment of Intent & Impact

## Minimum Payment

- Pay Period "Bump-Up" vs. fixed per offer
- Mileage rate alignment with actual costs

## Transparency

- Realignment of Up-front information and flexibility cancellation provisions

## Flexibility

- Apps can have advance scheduling programs
- Apps can restrict access in periods of low demand if notification of reason is given to worker
- Cancellation for cause is expanded and better defined



Thank You!