



GENDER-SEGREGATED TRANSPORT IN RIDE-HAILING: NAVIGATING THE DEBATE

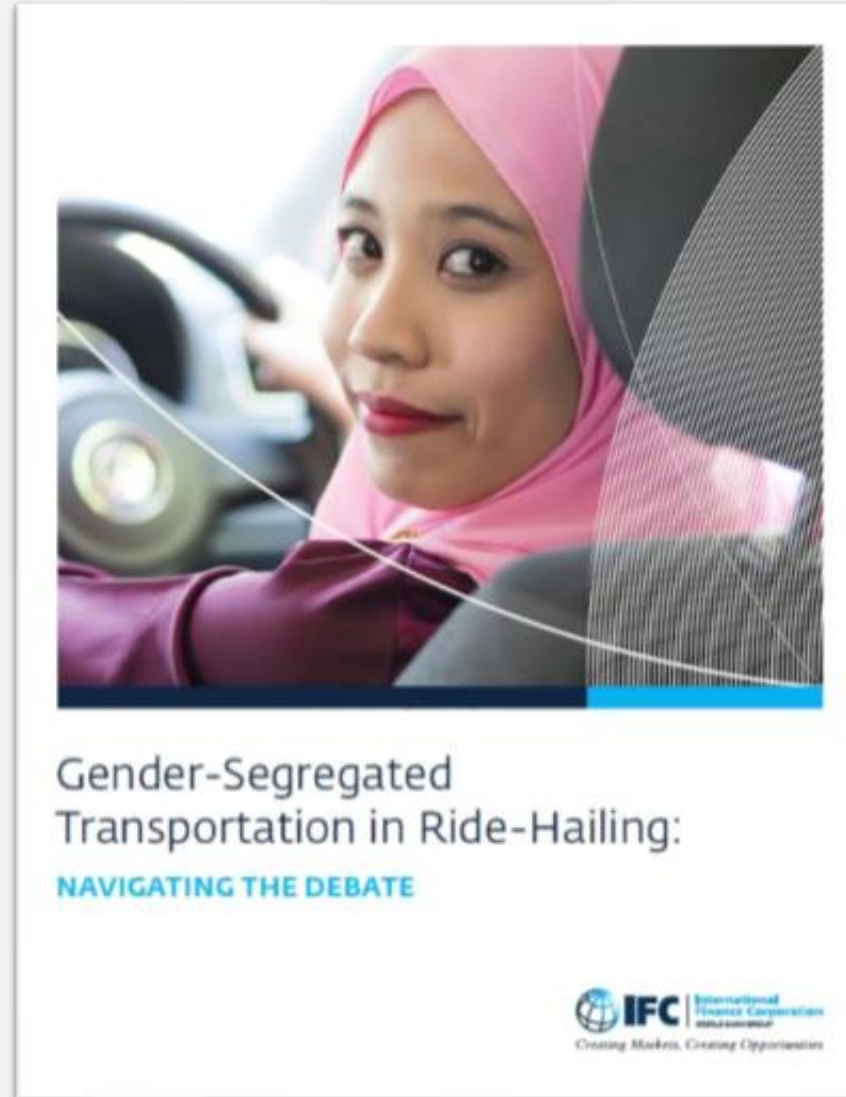
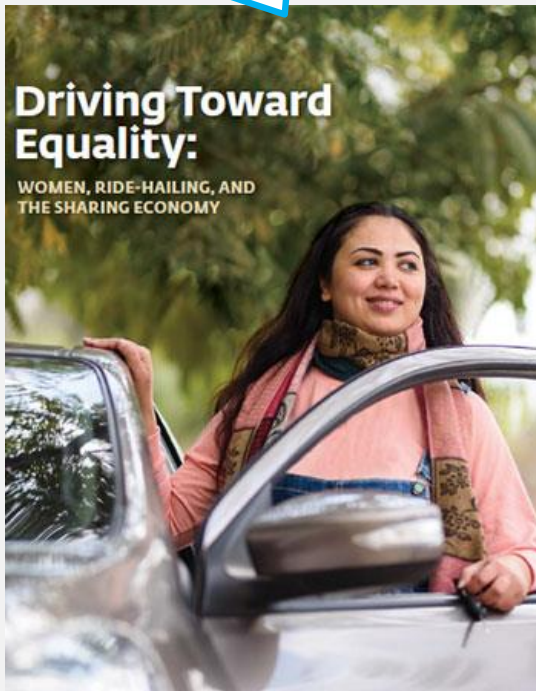


Creating Markets, Creating Opportunities

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#DrivingEquality

Women consistently report demand for GST in ride-hailing

“Seventeen percent of female riders surveyed say that not having a woman driver limited their use of the service... These women say they would take an average of 7.6 more trips a month — an increase of 69 percent — if guaranteed a woman driver. **A further 44 percent of women surveyed say they would be more likely to use the service if they had the option of selecting a woman driver.**” (IFC, 2018)



“90 percent of PickMe’s women riders would like the option of selecting a woman driver: of these, 25 percent would be willing to pay a surcharge to use this service.” (IFC, 2020)

An increasing number of companies are seeking to meet this demand



Uber



Ladybird Logistics



Emerging Models of GST in Individual Transport

Women Exclusive

Female drivers match exclusively with female riders

Open Customers

Registers female drivers only; both women and men can request rides

Driver Opt-in

Offers female drivers the option to select riders based on gender

Rider Opt-in

Offers female riders the option to select drivers based on gender

Algorithmic Matching

Female drivers and riders automatically matched if pick-up times are not effected

Limited Clientele

Registers female drivers only to drive a specific group such as children or families






Delivery and Logistics

Female drivers for delivery and logistics services, such as food delivery, etc.



Seven models were identified, based on interviews with 30+ different companies.

Emerging Models of GST: Operational Challenges

-  Limited supply of female drivers
-  Highly dynamic demand and supply
-  Potential for increased wait time or reduced driver incomes
-  Accurate identification of user gender
-  Funding, scale, and profit



Emerging Models of GST: Operational Responses

-  Enabling driver and rider opt-ins
-  Limiting geographical coverage or hours of operations
-  Focusing on reliable or high-value customer groups
-  Increasing prices
-  Addressing security concerns and social norms
-  Investing in training and licensing

