



HopSkipDrive

# Safety Report

2 0 2 3



---

# Contents

**1** A Welcome Letter  
From Our Co-Founder  
and CEO

**3** A Letter  
From Our Chief  
Product Officer

**6** Executive  
Summary

**9** Terms Used in  
This Safety Report

**11** About  
HopSkipDrive

**16** Safety at  
HopSkipDrive

**23** Data  
Insights

**29** Our Technology:  
Enabling Continual,  
Data-Driven Safety  
Improvements This  
Year and Beyond

**33** Conclusion



---

# A Welcome Letter From Our Co-Founder and CEO



**Joanna McFarland**  
CO-FOUNDER AND CEO

It's hard to believe it's been nearly 10 years since Carolyn Yashari Becher, Janelle McGlothlin, and I founded HopSkipDrive in an effort to help busy parents with one of the most common and enduring challenges of modern family life: safely getting children to and from school and activities every day. As working moms ourselves, we innately understood that safety had to be front and center. So we built the foundation of what would become HopSkipDrive's extensive safety measures by asking ourselves: "What would it take for me to put my child in a HopSkipDrive ride?"

Almost a decade later, HopSkipDrive has not lost sight of that central question. It still drives our cutting-edge technology, our expansive safety processes, our dedication to innovation and improvement, and our commitment to staying nimble while creating solutions and building for scale — all of which has helped HopSkipDrive become a leader in safe, equitable, care-based transportation.

With safety as our guiding principle, I'm proud to be able to say that we continue to demonstrate an extremely strong track record for safety, the details

of which are shared here in our fifth annual Safety Report. With 99.653% of rides completed without any safety incidents and more than one million rides completed last year, this proves that our safety measures are both effective and scalable. As a tech company that leverages data-driven, measurable outcomes to continually strengthen safety, we've added a special technology section to this year's report, highlighting some of the most recent developments in the way we use technology to provide the safest, most positive experience for everyone who uses the HopSkipDrive platform. We're also proud to share insights into the products we'll be rolling out in the coming weeks and months to continually raise the bar.

We are relentless in our pursuit of safety, and our annual Safety Report is one part of the many products and policies we've implemented that foster transparency and accountability. We believe organizations that serve kids and the education system *must* be transparent with their safety efforts. HopSkipDrive was the first — and remains the only — organization in the student transportation industry to not only define safety far more broadly but

also openly share our in-depth safety metrics. We hope, and expect, to see others join us in publishing relevant safety data soon.

Since the founding of HopSkipDrive in 2014, our focus on achieving the company's mission of "creating opportunity for all through mobility" has expanded beyond directly helping families to also include working with school districts, schools, government agencies, nonprofits, and other organizations across the country. Now, we're not only connecting kids, older adults, and anyone who needs extra support to our network of highly vetted CareDrivers, but we're also working to solve some of the most complex transportation challenges facing schools and school districts today.

It's exciting to see how far we've come. But while many things have changed, one thing has remained the same: Families and children are still very much in need of safe, reliable, and flexible transportation options that allow everyone to access education and other essential activities and resources that enrich their lives.

In 2024, as we celebrate 10 years of helping kids get where they need to go, we remain steadfastly committed to harnessing the latest advancements to set a new standard for school transportation safety and transparency. We look forward to continuing to progress as a company, leading the way in providing safe, supplemental school transportation solutions for all.

Sincerely,



**Joanna McFarland**  
Co-Founder and CEO



---

# A Letter From Our Chief Product Officer



**Corey McMahon**  
CHIEF PRODUCT OFFICER

Dear HopSkipDrive community,

Today, I am proud to present our annual Safety Report, a core component of our commitment to creating opportunity for all through mobility. Reflecting on the past, I'm grateful we can stand on the shoulders of others in the student transportation industry who have pushed the boundaries of safety forward, such as Dr. Frank Cyr and his 1939 Conference for School Bus Standards that produced the 44 original national safety standards (including the color yellow for buses). While we admire these leaders, we can also empathize with them because of the challenges they faced. For example, it was not only difficult for them to communicate quickly and easily, but there was also limited information available to them, particularly data. They were challenged with ensuring road safety without any actual way of knowing what was occurring on the road.

The lack of real-time visibility into vehicle operations meant the most logical way to mitigate risk was to propose broad, general policies regarding which drivers could transport kids and what vehicles they

must use, then sit back and observe how these policies played out on the road. Each new incident, particularly crashes, would then be evaluated, and a new requirement would be developed. This approach, though well-intentioned, led us into an endless cycle where we tried to minimize risk by excluding sources of risk.

The “era of exclusion” has resulted in generations of potential drivers and extremely safe vehicles being overlooked as integral components of school transportation — and thousands of kids being left waiting for a ride to school, extracurriculars, support services, and other critical parts of childhood. In our pursuit of minimizing risk, we inadvertently created a nationwide crisis of inequitable access to transportation and opportunity.

Fortunately, we're in a new era of safety, where we have access to more types of information gleaned from modern technology including smartphones, GPS tracking, and even artificial intelligence. This translates to even higher levels of accountability, where we are no longer constrained by the limitations of the past. Our ability to evaluate key performance

indicators like driving behavior, impairment, and vehicle operations in real-time has redefined safety measurement, enabling us to develop new and better ways of minimizing risk. We are no longer beholden to just up-front screenings or rigid checklists to gauge safety. Our systems enable us to track and respond to things like route deviations or driving patterns as they happen, providing an unprecedented level of insight and intervention.

This paradigm shift from a model of exclusion to one of real-time accountability is more than just a technological leap; it symbolizes a fundamental change in the entire transportation industry's opportunity to raise the bar on safety. By focusing on actual, measurable safety practices rather than mere compliance with pre-set standards, we not only enhance the safety of our roads and protect our most precious passengers, but we also open doors to resolving the bus driver shortage crisis and advancing transportation equity.

As we embrace this "era of accountability," our focus is on actual safety performance. This change is pivotal for ensuring the safety of our children, and it represents a significant step forward in our journey toward a safer, more equitable, and more efficient future.



Corey McMahon  
Chief Product Officer





---

# Executive Summary

Safety has always come first, and will always come first, at HopSkipDrive. We've relentlessly focused on this core value as we've grown from a startup helping busy parents figure out how their children can get to and from activities to a robust technology company that solves complex transportation challenges where there is a heightened need for safety, equity, and care.

The care-centered transportation we facilitate through our marketplace requires a commitment not only to safety, but also to transparency. HopSkipDrive is the first (and only) organization in the student transportation industry to publish an annual Safety Report. We encourage all school transportation service providers to join us in disclosing this type of information to the millions of parents and caregivers of kids who need safe, equitable, and convenient transportation to and from school, extracurriculars, and support services.

In 2023, we served students in 14 states and Washington, DC, adding 5 new cities to our service areas. We also reached another milestone in 2023: arranging over one million rides in a single year. **This Safety Report, for the fifth consecutive year, summarizes the outcome of every ride — more than 1.2 million in 2023 — sharing that 99.653% of those rides ended without a safety incident of any kind.**

This means that even amidst this remarkable growth, HopSkipDrive's safety data has remained consistent, underscoring the scalability of our safety standards — standards that are more rigorous than any others set for small vehicles anywhere.

Looking deeper at the data, we know a reliable ride is deeply important. Of the 0.347% of rides with a safety incident, the vast majority were related to instances when a Rider and CareDriver weren't able to connect, in which case HopSkipDrive helped identify another CareDriver who could provide that ride for the Rider as soon as possible.

We could not deliver these safe rides without CareDrivers — parents, grandparents, babysitters, nurses, former teachers, and more — who deeply understand that every parent wants to know, and be able to put their trust in, who is behind the wheel with their child. Since our earliest days, we've set rigorous standards to be a certified CareDriver, and we've been continually impressed by the caring, committed individuals who sign up to drive on the HopSkipDrive platform.

We are deeply confident in the CareDriver community, and we're also focused on continually raising the bar on safety by leveraging next-gen technology. HopSkipDrive provides complete, real-time visibility at each stage of the ride so that



caregivers and school districts can have peace of mind, while our Safe Ride Support team monitors every step of every ride in real-time. We're proud that in a recent third-party study, school transportation teams that were asked about their experience with supplemental or alternative transportation solutions ranked HopSkipDrive number one for the safest drivers, and as the safest solution overall.

Every day, the HopSkipDrive team works to build a platform that provides the highest quality, care-centered transportation to address what kids, families, schools, and communities need today. In addition to setting a new standard for safety, our vision is to supplement existing transportation options by bridging gaps, promoting equity, eliminating inefficiencies, and providing advanced technology solutions to solve existing challenges.

Read on for more details on the many ways HopSkipDrive is elevating safety standards and defining the future of care-centered transportation. If you have safety-related inquiries, please reach out to us at [safety@hopskipdrive.com](mailto:safety@hopskipdrive.com).

Thanks for reading!



## YEAR IN REVIEW

**1.2M+**

**SAFE RIDES  
COMPLETED**

**25M+**

**SAFE MILES  
DRIVEN**

**99.653%**

**RIDES WITHOUT A  
SAFETY CONCERN**

**600+**

**SCHOOL DISTRICTS, GOVERNMENT  
AGENCIES, AND NONPROFITS SERVED**



---

# Terms Used in This Safety Report



## **CareDrivers®**

Refers to and includes self-employed individuals who are qualified to offer services to Ride Organizers, whom they can connect with through the HopSkipDrive platform. CareDrivers have passed a 15-point certification process and use an approved personal vehicle that meets annual inspection and other regulatory requirements to provide transportation care services.

## **Ride Organizers**

The broad group of people that uses the HopSkipDrive platform to schedule rides and connect with CareDrivers. This includes parents/guardians, school districts, nonprofits, and government entities that need to arrange transportation for children, students, clients, seniors, and/or other Riders for whom they are legally authorized to arrange rides.

## **Riders**

Individuals who are being transported by a CareDriver.

## **Rides**

A trip in a vehicle with one CareDriver, from origin to destination, regardless of the number of Riders inside the vehicle. HopSkipDrive does facilitate some trips with multiple Riders in a vehicle — and, in some cases, to various pickup or drop-off locations — which means we have facilitated even more instances of safe transportation than the total number of Rides reflected in this report.

## **Users**

Refers to and includes CareDrivers, Ride Organizers, and Riders who use the HopSkipDrive platform to arrange and/or provide services or who are linked to a Rider's account.

**Services**

Transportation care services that CareDrivers provide directly to Ride Organizers and Riders. CareDrivers and Ride Organizers connect and coordinate with one another using the HopSkipDrive platform to schedule and accept ride requests. HopSkipDrive does not employ CareDrivers, and does not provide transportation or care services to Users.

**Transportation Network Company (“TNC”)**

Technology platforms that enable drivers and ride-requesting passengers to connect with one another and arrange transportation. TNCs create, maintain, and operate these platforms, which individual drivers and riders can access online and/or through a smartphone application.



## About HopSkipDrive

**61M+**

SAFE MILES  
DRIVEN BY  
CAREDRIVERS

**3.5M+**

SAFE RIDES  
FOR KIDS<sup>1</sup>

**500K+**

SAFE RIDES FOR  
ADULTS<sup>1</sup>

**600+**

SCHOOL DISTRICTS,  
GOVERNMENT  
AGENCIES, AND  
NONPROFITS HELPED

HopSkipDrive is a technology company that solves complex transportation challenges where there is a heightened need for safety, equity, and care. HopSkipDrive's marketplace arranges care-centered transportation across 14 states and Washington, DC, supplementing other transportation options by connecting kids, older adults, or anyone needing extra support to highly vetted caregivers on wheels, such as grandparents, babysitters, and nurses.

HopSkipDrive also builds software and offers advisory services that solve the biggest transportation challenges facing schools and school districts around the country, including budget cuts, bus driver shortages, and reaching climate goals. HopSkipDrive partners with more than 600 school districts, government agencies, and nonprofits. More than 3.3 million<sup>2</sup> rides over 61 million miles have been completed through HopSkipDrive since the company was founded in 2014 by three working mothers.

### Purpose-Built Tools for Youth Transportation

HopSkipDrive is proud to partner with schools, school districts, counties, and nonprofits. The platform allows districts to optimize their transportation operations, and Ride Organizers to coordinate specific transportation that meets each Rider's needs effortlessly. Ride Organizers can see the performance, status, and location of every ride on our real-time dashboard. HopSkipDrive also offers unique tools to support nonprofits and government agencies with ride sponsorship programs.

Ride Organizers and caregivers associated with a Rider's account can track rides in real-time with the HopSkipDrive platform, which offers unparalleled visibility to school transportation staff and families. Rides can be easily scheduled, edited, and canceled so that no child is ever left waiting.

<sup>1</sup> Safe Rides for Kids and Safe Rides for Adults are based on total Riders in a vehicle.

<sup>2</sup> Total rides defined by a trip in a vehicle with one CareDriver, from origin to destination, regardless of the number of Riders inside the vehicle.



## OUR 2023 SERVICE AREAS

SEATTLE  
SPOKANE

MADISON  
MILWAUKEE

LAS VEGAS

DETROIT

NORTHERN  
CALIFORNIA

PHILADELPHIA

SOUTHERN  
CALIFORNIA

INDIANAPOLIS

PHOENIX

VIRGINIA /  
WASHINGTON D.C.

DENVER  
COLORADO SPRINGS

NASHVILLE

AUSTIN  
MIDLAND  
HOUSTON  
DALLAS / FT WORTH

ST LOUIS  
KANSAS CITY

TAMPA /  
BREVARD



## HOPSKIPDRIVE HELPS GET STUDENTS AND OLDER ADULTS WHERE THEY NEED TO GO



MCKINNEY-VENTO  
& FOSTER YOUTH



YOUTH WITH  
SPECIAL NEEDS



MEDICAL  
APPOINTMENTS



INDIVIDUALIZED  
EDUCATION PLANS  
OR 504S



CAREER  
TECHNICAL  
EDUCATION



ANY OTHER  
NON-ROUTINE  
NEEDS

### A Dynamic Marketplace

The HopSkipDrive platform is adaptive to the number of individuals in need of safe, reliable rides, and the CareDrivers who are qualified to provide such rides. This means that if one CareDriver is unable to meet a ride request or has a late cancellation, there are a number of other CareDrivers using the HopSkipDrive platform who are available to fill the ride request.

CareDrivers choose which rides to claim, can control the times they drive and the areas they choose to drive to, and can see the estimated fare for each ride before claiming it. This allows for flexible scheduling and helps to prevent the need to rush from one ride to the next with a limited number of drivers.

### Mission and Core Values

HopSkipDrive's mission is to create opportunity for all through mobility.

We understand that sometimes the difference between struggle and success can be as simple as the ability to show up. Using technology, operational expertise, and innovative thinking, we help individuals reach their full potential by providing a platform to bridge the gap between their mobility needs and transportation care providers who can help them get where they need to go.

HopSkipDrive's platform also empowers caregivers and care professionals to earn extra income in a flexible, safe way on their own schedule.

## DRIVEN BY OUR CORE VALUES

# 1

### **Safety Is Everything**

We leave no stone unturned, we think of every possibility, and we do all that we can to protect the children and CareDrivers at the heart of HopSkipDrive.

# 2

### **Feel It**

Empathy is the essence of our business. We are courageous enough to feel the fears, the stress, the worry of others and we show up to empower and help them so we can share in celebrating their joys, their laughs, and their successes.

# 3

### **Own It**

We are trustworthy, authentic, and accountable. We don't just show up, we engage fully and wholeheartedly in all that we do to create opportunities for the kids, families, schools, and CareDrivers. We are here for our team and our partners.

# 4

### **Make Tomorrow Better**

We challenge assumptions and the status quo to achieve continuous innovation. We are curious and believe in being part of the solution instead of dwelling on problems. We move forward, break down barriers, and innovate to make tomorrow better than today – for ALL.

# 5

### **Drive**

We feel an urgency to create opportunity for all, so we move fast and stay nimble while creating solutions and building for scale. We embrace flexibility and efficiency while acting boldly.

# 6

### **Empower Community**

We empower the communities we serve by celebrating diversity and being an inclusive team. We embrace different perspectives and experiences because they make us stronger, smarter, and better.

# 7

### **Share Success**

We empower our team to work together and experiment courageously and thoughtfully without fear of blame or shame. We learn and grow from these trials as a team. We share credit and celebrate success together. When we win, families, schools, kids, and CareDrivers win.





# Safety at HopSkipDrive

## SIMPLE, EFFECTIVE PROCESSES DESIGNED TO KEEP RIDERS AND CAREDRIVERS SAFE



HopSkipDrive has set a new standard for school transportation safety and transparency. We continually innovate on safety, proactively and strategically implementing new technology and processes. We believe safety is about looking to the future and being proactive, innovative, and relentless.

### CareDriver Background Checks and Certification

CareDrivers must pass a 15-point certification process before they can give their first ride on the HopSkipDrive platform. This process incorporates regulatory requirements and industry best practices relating to safety.

Every CareDriver receives a fingerprint-based background check against FBI records. We run extensive criminal record checks with various agencies, including county, state, and national records, as well as screenings against the global watchlist, sex offender databases, and a Child Abuse and Neglect Scan (where legally permitted). CareDrivers also undergo a motor vehicle record review, and are enrolled in ongoing monitoring for both criminal and driving records.

All CareDrivers must have at least five years of caregiving experience, and their vehicle must pass an inspection by a certified mechanic. Prospective CareDrivers must also have a minimum of three years of prior driving experience.

## HOPSKIPDRIVE PLATFORM CRITERIA



### CAREGIVING EXPERIENCE

Have at least 5 years of caregiving experience.

01



### CRIMINAL RECORD CHECK

Pass searches of county, state, and national records, including global watchlist and sex offender registries.

02



### FINGERPRINT CHECK

Pass a fingerprint-based background check.

03



### CHILD ABUSE AND NEGLECT SCAN\*

Receive state-level clearance from the Department of Human Services database.

04



### VALID DRIVER'S LICENSE

Submit proof of a valid driver's license.

05



### DRIVING EXPERIENCE

Have a minimum of 3 years of driving experience.

06



### GOOD DRIVING RECORD

Pass an initial motor vehicle history search and ongoing monitoring for new driving infractions.

07



### AGE 23 OR OLDER

Must be 23 years of age or older.

08



### OWN OR LEASE A VEHICLE NOT MORE THAN 13 YEARS OLD, SEATING 4 TO 7 PASSENGERS

09



### SUBMIT PROOF OF VEHICLE REGISTRATION

10



### SUBMIT PROOF OF INSURANCE CONSISTENT WITH STATE LAW

11



### PASS AN ANNUAL VEHICLE INSPECTION BY A CERTIFIED MECHANIC

12



### COMPLETE A LIVE ORIENTATION WITH A HOPSKIPDRIVE TEAM MEMBER

13



### ADOPT THE HOPSKIPDRIVE COMMUNITY GUIDELINES

14



### ADOPT ZERO TOLERANCE POLICIES

Against the use of drugs or alcohol while driving, discrimination, touching, and cell phone usage.

15

\*Conducted everywhere permitted by state regulations



## Vehicle Safety

In accordance with regulations, all vehicles being used to perform rides on the HopSkipDrive platform must pass a yearly vehicle inspection by a certified mechanic. These inspections evaluate a vehicle's safety and operability, covering everything from brakes to windshield wipers. There is a special focus on the areas of a vehicle that are pivotal to a safe ride — such as the foot and emergency brakes, steering wheel, speedometer, safety belts, and tires. These all need to be in working order before a vehicle is approved for use for rides arranged through the HopSkipDrive platform.

HopSkipDrive monitors regulations to always ensure that our standards meet or exceed state standards for TNC vehicle age, never exceeding 13 years of age where permitted. HopSkipDrive also monitors information regarding vehicle recalls, and alerts CareDrivers any time there is a match with a vehicle type being used to perform rides.

## Onboarding

During the onboarding process, CareDrivers have access to a number of resources related to safety, including resources that cover topics such as trauma-informed care, maintaining appropriate boundaries, sensitivity to individuals with special needs, and safe driving tips. They also have access to various safety-related resources specific to HopSkipDrive rides, including what to do in an emergency or what to do if a Rider requests a different drop-off location.

## Community Guidelines and Zero Tolerance Policies

HopSkipDrive [Community Guidelines](#) help ensure a safe, smart, and respectful experience for all platform Users. These guidelines are read and accepted by each User when joining the HopSkipDrive platform, and are designed with both CareDrivers and Riders in mind to help remind all Users of key platform safety features.

These policies prevent the use of recording devices, unwanted communication between CareDrivers and Riders beyond the ride, eating and drinking during rides, and also highlight the importance of maintaining age-appropriate communication for all Users. We also enforce a no-weapons and no-smoking policy for all HopSkipDrive rides.

We have a [Zero Tolerance Policy](#) related to such things as driving while impaired, discrimination, or inappropriate behavior. If such an incident is ever reported, a User's access to the HopSkipDrive platform will be immediately put on hold pending a full investigation.

## Safety and Support with Every Ride

HopSkipDrive's Safe Ride Support System is an integrated solution that provides end-to-end visibility to HopSkipDrive, as well as platform Users including CareDrivers, Ride Organizers, and any caregivers associated with a Rider's account. This system uses innovative technology to monitor rides in real-time for safety-related anomalies. The system flags such anomalies and generates alerts that are prioritized and addressed through set processes.



## HOPSKIPDRIVE COMMUNITY GUIDELINES



### BE SAFE

Safety during the ride is extremely important! CareDrivers keep their eyes on the road and watch for situations that may require quick action. Riders remember that being safe is a big deal, which requires them to be aware of their behaviors during the ride.



### BE SMART

HopSkipDrive Users avoid situations that put another person at risk. CareDrivers think like a caregiver while watching for situations that may require quick action, while Riders put their brain to work and ensure they are getting into the correct vehicle at pickup once the CareDriver has confirmed their codeword.



### BE RESPECTFUL

CareDrivers always use their prior caregiving experience to help Riders and parents feel comfortable by showing kindness and consideration, while Riders keep their hands to themselves and speak kindly and courteously to others.

The system also sends text messages to Ride Organizers when the CareDriver is on the way, arrives, meets with the Rider, departs, and when the Rider is dropped off. An advantage of the system is that it does not require Riders to have a cell phone or other mobile device during the ride.

## Leveraging Technology to Bolster Safety

While we will outline the latest advancements in HopSkipDrive's work in safety later in this report, we are proud that cutting-edge technology has been a part of HopSkipDrive's DNA since our earliest days. It's the foundation of our platform experience, which provides complete, real-time visibility at each stage of the ride so that caregivers and districts can have peace of mind.

The HopSkipDrive app provides CareDrivers with detailed profile notes from the Ride Organizer to ensure they know exactly what each Rider needs — whether it's a note about what kind of music they like, directions to be dropped off with a grandparent, details about a kid's routine and where they need to sit in the vehicle, or any other specific needs.

HopSkipDrive's proprietary Safe Ride Support System provides unparalleled end-to-end visibility into rides. Continually developed over the last nine years, it operates in tandem with other processes designed to provide real-time response and unparalleled service to all Users.

- Before a ride has even begun, we make sure that everything will go according to plan. We monitor ride ETA closely to help ensure that children, parents, and districts can count on the CareDriver arriving on time.

- Our unique two-factor authentication process at pickup ensures the right CareDriver picks up the right student.
- Rider Notes from the Ride Organizer enable CareDrivers to provide a consistent experience for each Rider. Every Rider is unique, so Notes from the Ride Organizer can be anything from wanting to sit on a certain side of the car, preferring music or silence during a ride, or needing to be met at drop-off by an adult. This feature allows all CareDrivers to ensure that a particular Rider gets an experience that feels consistent and positive on every single ride.
- Our Safe Ride Support technology gives parents, caregivers, CareDrivers, and organizations peace of mind through unparalleled transparency. Once a ride is in progress, a system of GPS monitoring and alerts tells our support team if anything unexpected happens. This could be anything from a flat tire to a ride stopping for an unusual period of time, a ride deviating from the expected route, or a ride taking longer than anticipated. This system of GPS monitoring and tracking also enables tracking and notifications for parents, caregivers, and Ride Organizers. A parent knows that when a CareDriver picks their child up, they'll get a notification and be able to track their child's progress within the HopSkipDrive app. A router at a school district also knows exactly where all Riders are in transit, and when they'll get to school.
- Our multi-step drop-off process and our "Must Be Met" feature ensures that every child is accounted for at the end of a ride.



- Mobile telematics detect risky driving behavior that can be a sign of being impaired, like speeding, hard braking, rapid acceleration, tight turns, phone usage, and major collision detection. [Research](#) indicates that telematics data can be used to predict behaviors associated with impaired driving with up to 98.83% accuracy, making it a valuable tool in ensuring Rider safety.

Parents and districts have complete, real-time visibility into each stage of a ride on the HopSkipDrive platform, including the ability to track their child's ride on a map and contact CareDrivers or our Safe Ride Support team at any point. This level of visibility is a vast improvement over nearly all other forms of student transportation today.

HopSkipDrive's continued partnership with an industry-leading third-party software provider has enabled CareDrivers to have complete transparency into the safety of their driving patterns during rides. These data insights can also be used as a strong indicator of one's overall driving behavior in comparison to a standard behind-the-wheel test. By sharing these insights with CareDrivers, we can together drive continual improvement that makes the HopSkipDrive platform even safer.

## Data Privacy

Protecting the privacy of HopSkipDrive platform Users is extremely important. With the majority of Riders being children under the age of 18, HopSkipDrive has made data privacy a top

priority by implementing a number of administrative, technical, and physical security controls designed to safeguard personal information.

HopSkipDrive Users have limited access to one another's information, and only receive certain details after a ride has been claimed on our platform. Ride Organizers are provided access to identifying information for the CareDriver, including their name, photo, and vehicle information. CareDrivers can view pickup and drop-off locations when claiming rides, and receive Rider information only upon pickup. This information is then masked after the ride is complete. Phone numbers are masked via in-app communication.

## CareDriver Safety

CareDrivers report the platform is an attractive option for empty-nesters or recent retirees, who often prefer the advance scheduling features that HopSkipDrive provides. CareDrivers can see and claim available rides far in advance, along with the estimated earnings for each ride. They also have the ability to claim an entire Ride Series, enabling consistency in the rides they choose to claim and the Riders they serve.

A survey of a sampling of CareDrivers asked them to rate how safe they felt while driving on the HopSkipDrive platform. On average, participants rated safety on the platform as a 9 out of 10 compared to other rideshare platforms.





# Data Insights

HopSkipDrive's Safe Ride Support System is designed to ensure the safest in-ride experience for Users, and provides extensive safety data that fuels our ongoing safety programs. HopSkipDrive's proactive safety approach, systems, processes, and culture exceed industry standards.

## Methodology and Safety Categories

HopSkipDrive measures critical safety incidents as defined by the [National Sexual Violence Resource Center](#) (NSVRC) and traffic collisions as defined by the [Department of Transportation](#). Definitions for these measures are as follows:

### Critical Safety Incidents

- Motor vehicle fatalities**
- Fatal physical assault**
- Sexual assault<sup>1</sup>**

If at any point HopSkipDrive learns that there has been an arrest or conviction of a Rider, CareDriver, or third-party individual due to any behavior on our platform as defined above, that incident will be categorized as a critical safety incident on that ride. That

critical safety incident will be calculated and disclosed as part of the ride data in our annual Safety Report.

### Traffic Collisions

Any incident on the HopSkipDrive platform where a vehicle makes contact with another vehicle, pedestrian, animal, road debris, or other stationary object while the CareDriver is on the way to the pickup location or while the Rider is inside the vehicle. HopSkipDrive has aligned with the U.S. Department of Transportation's definition of a recordable motor vehicle crash to break these incidents into two categories:

#### Major collisions

A traffic collision resulting in a vehicle being towed away from the scene, a fatality, or where an individual immediately sought medical attention (including going to urgent care to get "checked out")

#### Minor collisions

All other traffic collisions

<sup>1</sup> · Non-Consensual Sexual Penetration  
 · Attempted Non-Consensual Sexual Penetration  
 · Non-Consensual Kissing of a Sexual Body Part  
 · Attempted Non-Consensual Kissing of a Sexual Body Part  
 · Non-Consensual Touching of a Sexual Body Part

· Attempted Non-Consensual Touching of a Sexual Body Part  
 · Non-Consensual Kissing of a Non-Sexual Body Part  
 · Attempted Non-Consensual Kissing of a Non-Sexual Body Part  
 · Non-Consensual Touching of a Non-Sexual Body Part  
 · Attempted Non-Consensual Touching of a Non-Sexual Body Part

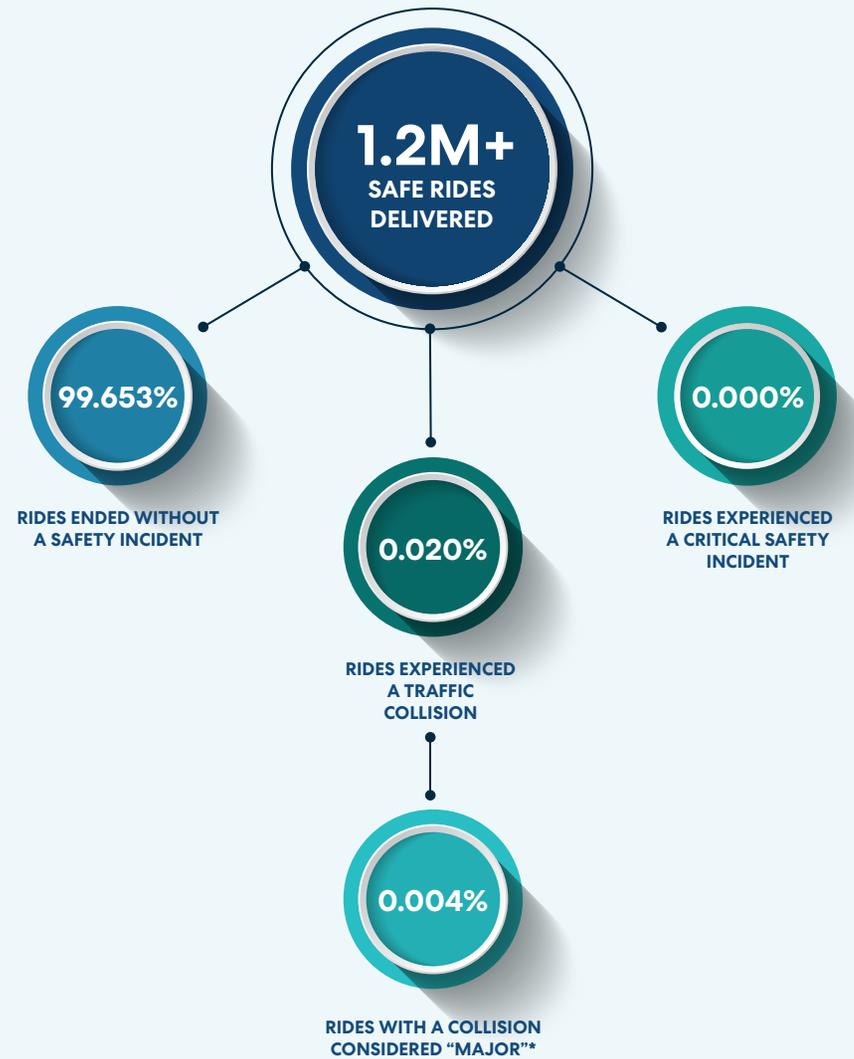
### Ride Incidents

Any incident on the HopSkipDrive platform where either a Rider or CareDriver deviates from the Community Guidelines, Zero Tolerance Policies, or Terms of Use.

#### Safety-related incidents

Any deviation from HopSkipDrive Community Guidelines or Zero Tolerance Policies that have the potential to compromise Rider or CareDriver safety, including issues such as ride deviations without pre-approval from the Ride Organizer

## SAFETY AT HOPSKIPDRIVE (2023)



\*Major collision in which one of the vehicles was towed away from the scene or medical attention was needed, including just to get checked out by a professional.





## Safety Data

This Safety Report examines data collected throughout 2023, during which more than **25 million safe miles** were driven by CareDrivers. Consistent with previous years, an overwhelming majority of rides scheduled through the HopSkipDrive platform — **99.653%** — ended without a safety concern.

## Critical Safety Incidents

HopSkipDrive believes that any allegation of physical assault, sexual assault, or sexual misconduct must be taken extremely seriously, and protocols are in place to conduct an immediate investigation should our team receive a report of this nature. With any report of a critical safety issue, the accused party's access to the HopSkipDrive platform is immediately suspended while the team conducts a complete and thorough investigation. This type of review could involve third parties, including local law enforcement.

HopSkipDrive Community Guidelines help remind all Users of the sensitive nature of working with children. HopSkipDrive also provides resources for CareDrivers that provide tips relating to safe driving, accident procedures, maintaining a professional boundary with Riders, and how to work with children with special needs or special accessibility needs.

**Figure 1: Critical Safety Incident Rates**

YEAR	2023
<b>Critical Safety Incidents</b>	<b>0.000%</b>
Motor Vehicle Fatalities	0.000%
Fatal Physical Assault	0.000%
<b>Sexual Assault</b>	<b>0.000%</b>
Non-Consensual Sexual Penetration	0.000%
Attempted Non-Consensual Sexual Penetration	0.000%
Non-Consensual Kissing of Sexual Body Part	0.000%
Attempted Kissing of Sexual Body Part	0.000%
Non-Consensual Touching of Sexual Body Part	0.000%
Attempted Touching of Sexual Body Part	0.000%
Non-Consensual Kissing of Non-Sexual Body Part	0.000%
Attempted Kissing of Non-Sexual Body Part	0.000%
Non-Consensual Touching of Non-Sexual Body Part	0.000%
Attempted Touching of Non-Sexual Body Part	0.000%

## Traffic Collisions

Rides scheduled through the HopSkipDrive platform are typically booked well in advance of the ride's scheduled start time — often within a minimum of eight hours. This means that CareDrivers are never “on-call” or waiting to be matched on the platform. Instead, HopSkipDrive only operates in two distinct ride periods: the period in which the CareDriver is on their way to the pickup location and the period in which the Rider is in the vehicle.

For the purposes of this Safety Report, traffic collision data will only include incidents that align with the U.S. Department of Transportation's recording standards for motor vehicle collisions and that occurred during either of these two ride periods in which the CareDriver was providing a ride.

**Figure 2: Traffic Collision Rate Per Rides Served**

YEAR	2023
<b>Total Collisions</b>	<b>0.020%</b>
Major Collisions	0.004%
Minor Collisions	0.016%

In 2023, only **0.020%** of all rides scheduled through the HopSkipDrive platform experienced a collision event while the CareDriver was either en route to the pickup location or while transporting a Rider. The collision rate has not increased over

the past three years, even though the number of rides on the platform has grown — highlighting the effectiveness of our approach to safety as we scale.

Of the rides that did experience a collision event, only **0.004%** of these incidents were considered to be a major collision in which one of the vehicles was towed away from the scene and/or medical attention was needed away from the scene, including just to get checked out by a professional.

Although collisions on the platform are extremely rare, our Safe Ride Support System combines telematics-based collision detection, real-time ride monitoring, strict protocols and processes, as well as expertly trained staff to assist if a collision does occur.

## Responsible Party for Collision

HopSkipDrive collects data on which party is suspected to be at fault for a collision. The data collected by HopSkipDrive shows that in **83.40%** of all collisions in 2023 involving CareDrivers, the other driver was found to be at fault for the incident.

A determination for which party was at fault for the collision could not be found for **1.66%** of all HopSkipDrive-related traffic collisions in 2023.



Figure 3: Driver Fault for Collision (2023)



## Ride Incidents

Because safety drives everything we do, our safety data is overinclusive and also captures reports of Users deviating from HopSkipDrive Community Guidelines, Zero Tolerance Policies, and/or Terms of Use. For example, a ride incident includes instances where food or drinks are consumed by a Rider during a ride, which is a deviation from our Community Guidelines. This non-eating policy was designed to help keep vehicles clean and to keep Users safe from choking hazards or any potential consequences from food allergies.

The table below provides a breakdown of ride incident data from 2023.

**Figure 4: Ride Incident Rates**

YEAR	2023
<b>Ride Incidents</b>	<b>0.83%</b>
Safety Guidelines	0.42%
User Behavior Guidelines	0.32%
Platform Guidelines	0.08%
Zero Tolerance Policies	0.01%

## Safety Scores

HopSkipDrive partners with an industry-leading third-party software provider that detects unsafe driving behaviors during the ride. This cutting-edge technology looks at five unsafe driving categories to provide a safety score for CareDrivers. These categories include phone usage, speeding, acceleration, hard braking, and hard turning. Using the sensors on a smartphone, this software can also detect auto collisions at a certain speed, and will notify HopSkipDrive at the moment of impact.

HopSkipDrive has long partnered with a leading software solution to measure driving behavior and generate insights that enable continual driving improvement on our platform. In 2023, HopSkipDrive began using data and performance insights collected and analyzed by our insurance provider, Fairmatic, to take additional safe driving measurements for CareDrivers. This data analyzes driving events using the same telematics software, providing specific areas of improvement that allow us to further optimize overall platform safety. The average score for CareDrivers using this system was 93, which is three points higher than the average score among non-CareDrivers. We're proud that, based on these safety-related insights from across Fairmatic's fleet, we know CareDrivers are, on average, safer than the average driver.

---

# Our Technology: Enabling Continual, Data-Driven Safety Improvements This Year and Beyond

At HopSkipDrive, we continually innovate on safety, proactively and strategically implementing new data-driven technology and processes, building on the foundation we've laid through our community of CareDrivers.

Throughout 2024, we will introduce the following technology upgrades, which are designed to ensure the safest possible platform; continually safeguard Rider privacy; deliver smooth, on-time pickups and drop-offs; and drive continual improvement. This will complement the work we've done to date as we continue to grow our care-centered marketplace.

## Proactive Ride Intervention

The mobile telematics technology and alerts that are hallmarks of the HopSkipDrive safety platform will now be leveraged to make proactive decisions before a ride even begins, with the introduction of a new feature: Proactive Ride Intervention. With this new offering, if our platform detects thresholds of driving behavior through mobile telematics technology that may indicate unsafe driving — including excessive speeding, hard braking, rapid acceleration, tight turns, or phone usage — while a CareDriver is on the way to pick up a Rider, our Safe Ride Support team will receive an immediate alert and take proactive

action. This may include stopping the ride before a Rider gets in the vehicle, offering the industry's first, and only, real-time, proactive safety solution.

## Location Pins

Caregivers and parents who have had to navigate school drop-off and pickup processes likely understand why precise location details are critical, especially at large campuses when a street address doesn't always equate to the right place to pick up or drop off a student.

In response to this common scenario, users of HopSkipDrive's leading ride management platform, RidelQ, will soon be able to adjust Location Pins to indicate specific pickup and drop-off locations that may not immediately populate by entering street addresses into traditional mapping tools. This new feature will streamline the ride experience by minimizing confusion in the car line, expediting the pickup and drop-off process — and, most importantly, helping ensure CareDrivers can pick up and drop off Riders at a precise location — resulting in a seamless transition for Riders from the safety of a CareDriver's vehicle to the safety of their next location.



## Enhancements to Rider Privacy

When logging in to the CareDriver app, CareDrivers see available rides to claim up to seven days ahead. Beginning 90 minutes prior to a ride beginning, CareDrivers check in for their ride, which notifies the Ride Organizer that they're ready and will be there for the Rider.

While we have long incorporated just-in-time information displays, which ensure all Users see only the information necessary for completing that step of the ride reliably and safely, we are continually refining and strengthening this practice to balance transparency and privacy. Beginning this year, HopSkipDrive's CareDriver app will reveal approved Rider information and back-seat accommodation details progressively, waiting to reveal full details until the moment in the ride experience when a CareDriver is immediately preparing to leave for the ride. This will help ensure Rider information is continually protected and communicated only on an as-needed basis.

## Safety and Reliability Improvements Through the CareDriver App

This year, we are adding new features within the CareDriver app, developed and refined through feedback and insights from CareDrivers, as well as all members of our community. New in-app functionality will bring numerous improvements to strengthen safety on every ride, for every User.

### *Improved Timeliness*

We know that a safe ride also means a reliable ride with greater predictability for the timing of Rider pickups and drop-offs. While caregivers and Ride Organizers can always track a ride on our platform in real-time, the new in-app CareDriver ride experience will drive even better timeliness by harnessing more precise and data-driven travel time estimates to better account for traffic variability. In addition, the ride experience limits default wait times to reduce the trickle-down effects of delayed Riders impacting subsequent rides.

### *In-App Navigation*

The CareDriver ride experience will also bring the option for turn-by-turn navigation within the app, driving safety for both Riders and CareDrivers. Available in-app navigation will reduce toggling between navigation apps and the CareDriver app, helping to reduce unnecessary phone usage and empowering CareDrivers to deliver even better experiences for Riders. In addition, during a ride, the in-app navigation screen will alert a CareDriver if they exceed the speed limit so they can slow down, providing even greater safety.

### *In-App Safety Scorecards*

In 2024, we will make CareDriver Safety Scorecards accessible right within the CareDriver app. Today, mobile telematics technology through the HopSkipDrive CareDriver app already detects driving behavior on each ride, and provides insight to



CareDrivers through weekly reports that are emailed directly. We know these reports have a positive impact on how CareDrivers drive; by bringing this insight directly into the CareDriver app, we'll support CareDriver safety even more.

## Joining the Industry Sharing Safety Program

As part of the Industry Sharing Safety Program (ISSP), we will receive data and information about driver behavior on other Transportation Network Company (TNC) platforms. This will enable us to proactively remove any CareDriver from our platform if they have been deactivated by major nationwide rideshare platforms according to behavior consistent with the [National Sexual Violence Resource Center's \(NSVRC\) Sexual Misconduct and Sexual Violence Taxonomy](#), as well as physical assault fatalities. While it's clear from all available data that these types of incidents are exceedingly rare, we welcome any additional data to help us continue to protect access to our platform and improve safety for all.

## Existing Technology Advancements

These advancements, and more, build on our track record throughout 2023. Technology updates in 2023 included:

- CareDrivers now have more visible directions to follow when accommodating Must Be Met Riders, who are required to be met by an individual selected by a client at drop-off. CareDrivers now also have easy access to a clear process to follow if an adult cannot be located.
- Several RidelQ developments have increased transparency, making it easier for Ride Organizers to

understand how best to manage rides. Ride Organizers can now determine via the RidelQ Ride Details page exactly who (a caregiver, a parent, or a district User) made changes to, or canceled, a ride. Plus, Account Administrators can adjust who has access to their RidelQ account via User Management.

- Primary CareDriver + now allows for an even more consistent driver for students who need it. Clients have indicated that certain students — some of whom may have disabilities or require an individualized education plan — thrive with a consistent driver, along with the consistent experience that has become a HopSkipDrive signature. CareDrivers who wish to commit to providing at least 80% of a Rider's rides can opt in to the Primary CareDriver + program.
- Vehicle inspection confirmation has been added as part of the CareDriver Daily Safety Check.
- Updated and improved push, chat, and SMS notifications now allow for faster access to Safe Ride Support. Our Safe Ride Support team is available to help clients and CareDrivers at any time during a ride to ensure everything goes smoothly.





---

## Conclusion

HopSkipDrive will continue to go above and beyond industry standards to operate the safest care-centered transportation marketplace. We continually invest in our network of certified CareDrivers, who can combine flexible income with meaningful work, while pursuing our mission of creating opportunity for all through mobility.

We're proud to be raising the bar on what safety means with our long-standing commitment to safety for every ride.

Thanks for reading!



**THANKS FOR READING!**