

2022 Economic Impact Report

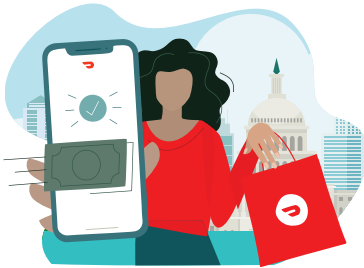
DoorDash in the District of Columbia



In 2022 in DC



Merchant sales through DoorDash Marketplace and Drive in DC supported **\$235M in economic impact** and **over 3,000 jobs** in the merchant's industry, supply chain, and elsewhere in the economy.



Dasher earnings on the DoorDash platform in DC supported **nearly \$89M** in economic impact.



DoorDash powered **nearly 10 orders per person** in DC.

¹Modeled by Public First using IMPLAN software. Economic impact includes not only the direct impact, but also economic activity stimulated along supply chains (indirect impacts) and through employee spending power (induced impacts).

Merchants



- There are over **1,600 DC merchants** on DoorDash Marketplace as of December 2022. Most of these are restaurants, and three-quarters of these restaurants are independent.
- **DC merchants earned over \$155M** through DoorDash in 2022.
- DoorDash drives additional sales for merchants: our 2023 national consumer survey indicates that if DoorDash did not exist, then 72% of meals delivered through the app might not have been ordered.
- 73% of surveyed consumers have used DoorDash to try restaurants that they would not have otherwise tried. 77% went back to some or all of these restaurants, including 1 in 7 who visited in person.
- 90% of surveyed merchants in our 2023 survey would recommend DoorDash to reach a wider range of customers, 89% to increase delivery area, and 87% to increase sales volume or revenue.

Pricing that works for your business

DoorDash offers three partnership plans, with commission rates starting as low as 15% for our Basic plan. Our 2022 national merchant survey shows that merchants who choose Basic find tremendous value in partnering with DoorDash:

- **62%** would recommend DoorDash for reaching customers they would not otherwise have been able to reach.
- **72%** would recommend DoorDash for increasing sales or volume.
- **73%** would recommend DoorDash for reaching a wider range of customers.
- The majority are satisfied with their plan.

Internal data also indicates that the Basic plan fuels growth for merchants:

- From December 2021 to December 2022, total independent stores on Marketplace using the Basic plan **increased by almost 63%** in the US.
- Same-store sales **increased by 10%** for independent stores in the US on Marketplace using the Basic Plan from 2021 Q4 to 2022 Q4.

DoorDash works for independent merchants:

- Total independent merchants on Marketplace in DC **grew by 69%** between December 2020 and December 2022.
- Total sales on Marketplace from independent merchants in DC **grew by 29%** between December 2020 and December 2022.

For merchants seeking enhanced services, Plus and Premier plans are available at commission rates of 25% and 30%, respectively. Plus helps restaurants grow orders through access to our most loyal customers as part of DashPass, an expanded delivery area, and reduced delivery fees for customers (which helps drive up order volume). Premier offers the lowest customer fees and our Growth Guarantee (accept at least 20 orders per month or pay no commissions), on top of benefits included in Plus. Merchants are always free to change plans depending on their needs.

Storefront

DoorDash also offers commission-free online ordering on merchant's own websites. Merchants can easily set up a restaurant online ordering system and turn their website visitors into customers with Storefront. Nationally, 87% of merchants on Storefront agree that DoorDash helps them reach new customers they would not otherwise be able to reach and 77% recommend DoorDash for increasing profitability.

²Surveys of 1,118 independent merchants, 6,785 Dashers, and 2,993 consumers in the US conducted by Quadrant Strategies in March 2023. [See our 2022 Economic Impact Report for details.](#)

³Survey of 736 independent merchants in May 2022. [See our 2021 Economic Impact Report for details.](#)

Dashers



Over 53,000 Dashers completed a dash from a DC merchant in 2022:

- They earned on average **\$31.85 per hour** while delivering
- They averaged less than 2 hours per week delivering in 2022 Q4 and nearly all of them – 95% – averaged less than 10 hours per week delivering

When we ask Dashers across the US why they dash, the top reasons they cite are all things Dashers can't get from employment:

- They can create their own schedule
 - They can work as much or as little as they choose
 - They can earn extra income when they want (with no obligation to work when they don't)
- That's why nearly all US Dashers (87%) say they prefer to be an independent contractor, rather than be converted into an employee.

- Dashers in communities of color earned \$24.6M on the DoorDash platform in DC in 2022
- Dashers in low-income communities earned \$14.6M on the DoorDash platform in DC in 2022

Of Dashers in our US survey...

- 60% are women
- 47% identify as people of color
- 38% are parents to children under 18
- 34% are caretakers
- 18% have a disability or chronic illness

Pay transparency

Before a Dasher decides whether they want to take an assignment, they see the key information they need to decide whether that assignment is right for them:

- The pick-up and drop-off locations (so that Dashers never have to commit to an assignment without knowing where they'd have to go).
- An estimate of the time the delivery will take (so Dashers can decide whether the work will fit into their schedules).
- The guaranteed amount of pay they'll receive for the work.
- Customers can't reduce the tip the Dasher will receive after the Dasher has already started the delivery, so Dashers are never at risk of "tip baiting" or ending up with less pay than they were offered up front. And we always pass 100% of the tips we receive from customers to the Dasher.



Injury protection

Safety is extremely important to us. DoorDash was the first in the industry to automatically extend occupational accident insurance, at no cost, to all US Dashers. Every Dasher is automatically covered for any injuries that happen while they're delivering. Dashers don't have to enroll or check a box, and it doesn't cost them anything.

- Dashers are covered for medical expenses up to \$1,000,000.
- Dashers can get disability payments for up to 50% of their average weekly wage (up to \$500 per week).

SafeDash™

SafeDash™ is an in-app toolkit to help Dashers feel safe and give them greater peace of mind.

- **Safety Reassurance Call** – In the event that a Dasher feels unsafe in a situation, they can quickly and easily connect with an ADT agent through the Dasher app. ADT will call the Dasher and remain on the phone until the Dasher feels safe. If the incident escalates, and the Dasher is unresponsive for a period of time, ADT will contact 911 to request emergency response to the Dasher's last known location, based on GPS from their smartphone.
- **Emergency Assistance Button** – If a Dasher is ever in need of emergency services, they can easily swipe a button within the Dasher app for assistance. ADT will then contact 911 on the Dasher's behalf, discreetly remaining in contact with the Dasher by text message. ADT will be able to pass along critical information such as their location, which will be shared directly with emergency responders. This also enables a Dasher to get help from 911 silently, providing additional information to ADT without needing to speak on the phone. Information on the incident can then be shared with DoorDash so we can reach out to the Dasher involved to provide support and follow-up.
- **SafeDash™ Check-In** – If we detect that a dash is taking longer than expected, we can automatically display these resources to the Dasher in the app to make sure they know where to find help if they need it.

We work hard to keep bringing new safety features to Dashers.

Real-Time Safety Alerts – In the event of a local emergency, we can quickly alert Dashers, customers and merchants about the incident and suspend operations near the impacted area. This includes canceling any active deliveries so Dashers can avoid the impacted area and stay out of harm's way. We will also proactively check-in on Dashers near any impacted area to make sure they are okay.

SafeChat – If our technology detects inappropriate or offensive language in a chat on our app, the person who sent the message will receive a warning reminding them of the potential consequences, and the person who received the message will automatically be given the option to report the interaction. If that happens to a Dasher, they also can cancel the delivery without any penalty.

Safety Reporting – If a customer makes a Dasher feel unsafe, the Dasher can immediately report it via in-app chat or call for investigation. Dashers can also choose to block future deliveries made through our platform to that customer in the future.

Porch Lights Reminders – We send a notification to customers asking them to turn their porch or house lights on as the Dasher is approaching.



Community



Project DASH

Launched by DoorDash in 2018, Project DASH empowers social impact organizations – such as food banks and food pantries – to work with Dashers and use DoorDash technology to increase access to food in their communities. Since launch, **Project DASH⁴ has powered over 200,000 deliveries from food banks and food pantries, fulfilling an estimated 3M meals in DC.**



“Partnering with DoorDash has been transformative for DC Central Kitchen’s ability to test and scale new solutions to food insecurity among DC’s older adults. Since we began working with DoorDash one year ago, their logistics capabilities have helped us overcome the array of barriers facing local seniors and **powered more than 8,000 deliveries** that emphasized accessibility, dignity, and respect. DoorDash has been a trusted, agile partner every step of the way. The past year has shown how powerful and needed this partnership is in our city, and we look forward to expanding our innovative solutions with DoorDash’s continued collaboration.”

– Alexander Justice Moore, Chief Development Officer, DC Central Kitchen

⁴All Project DASH numbers are as of May 24, 2023.



“One in 11 people, including one in six children, experience food insecurity in DC. In the face of the tremendous need, local delivery through our partnership with DoorDash has transformed the way we are able to serve our client community, getting **nearly 175,000 deliveries** of fresh and nutritious meals to families across the District. DoorDash’s logistics capabilities have enabled us to bring food to the homes of the families we serve, as well as families we were unable to serve through traditional means. We were able to meet them where they are and provide food support to elderly neighbors, those with chronic illness, households with small children and folks who would have relied on inadequate public transportation. The support of DoorDash allowed us to restore some dignity to our historically excluded communities and we look forward to exploring the future of this partnership.”

– George Jones, Chief Executive Officer, Bread for the City



“When times were toughest, DoorDash joined Martha’s Table to take action in support of Washington, DC families. By providing deliveries to the homes of families in need across the District, DoorDash is helping us ensure every Washingtonian has access to the healthy food they need and feels the support of our community.”

– Tiffany Williams, President & Chief Executive Officer, Martha’s Table

Community Credits

Community Credits provides DoorDash gift cards directly to nonprofit organizations to empower the communities that they serve, reduce food insecurity, and expand programs that provide access to opportunity.



“Latin American Youth Center believes in a future where all youth in the District can pursue their dreams, and too often food insecurity can be a barrier to that. Thanks to DoorDash and its Community Credits program, we were able to provide gift cards to young people and their families around the holidays that helped them to enjoy a warm meal. The ongoing partnership that we have forged with DoorDash has made them one of LAYC’s strongest allies in expanding food access in the regions we serve.”

– Lupi Quinteros-Grady, President and Chief Executive Officer, Latin American Youth Center



“Everyone deserves access to healthy food, but the families of patients that we care for may not always be able to put a healthy meal on the table. We are grateful for partners like DoorDash and its Community Credits gift cards that have supported our wellness programs so we can provide patients and their families with the food and essential items they need to live healthier lives. Every child should grow up strong, and DoorDash helps us achieve that goal.”

– Tonya Vidal Kinlow, Vice President of Community Engagement, Advocacy & Government Affairs, Children’s National Hospital