

# DENVER CITY COUNCIL



## Proclamation No. 24-1265 Supporting Denver's Gig Economy Workers

**WHEREAS**, there are over 25,000 rideshare drivers in the Denver Metro area, serving the public with countless rides to deliver Denverites and visitors to their destinations; and

**WHEREAS**, gig economy workers in Denver are often subject to poor workplace protections, misclassification, and minimum wage violations, putting them and their families in precarious economic positions; and

**WHEREAS**, most gig economy workers in Denver are labeled as independent, they are denied flexibility by algorithms that control their wages, prices, and opportunities; and

**WHEREAS**, the City and County of Denver has become a leader in advancing key protection and enforcement mechanisms to protect workers from wage violations; and

**WHEREAS**, the Drivers Cooperative-Colorado and Colorado Independent Drivers United (CIDU) are providing necessary and growing support for gig economy workers in Denver by bringing workers together to build power; and

**WHEREAS**, the Drivers Cooperative-Colorado is a platform worker cooperative for rideshare drivers that was incubated by a nonprofit organization — The Rocky Mountain Employee Ownership Center (RMEOC), which promotes employee-owned businesses to create a more fair and just economy; and

**WHEREAS**, it is with great admiration that we acknowledge the work of RMEOC for incubating and launching the Drivers Cooperative-Colorado (DCC) that offers the very first worker-managed, on-demand rideshare platform, Coop-Colorado, in the US; and

**WHEREAS**, rideshare drivers at the Drivers Cooperative-Colorado will earn higher wages per rides, riders will also experience lower fares than industry average by relying on a locally-owned, cooperative business; and

**WHEREAS**, we acknowledge the dedication of the Drivers Cooperative-Colorado which is committed to providing contract ride services to marginalized communities with special transit needs including disabled and elderly passengers; and

**WHEREAS**, we acknowledge that a locally-owned cooperative such as the Drivers Cooperative-Colorado will help grow the local economy by keeping administrative dollars and profits in local circulation; and

**WHEREAS**, Colorado Independent Drivers United (CIDU) is a union by and for Rideshare and Delivery drivers; and

**WHEREAS**, CIDU believes that workers' ability to earn a living wage shouldn't be at the mercy of secret algorithms that are designed to maximize profits for app-based platforms; and

**WHEREAS**, CIDU and its members know that by joining together for fair competition in a regulated market, we can fight to ensure that all of us can share in a future that includes fair compensation, dignity and respect on the job.

### **NOW THEREFORE, BE IT PROCLAIMED BY DENVER CITY COUNCIL:**

**Section 1.** That the Denver City Council recognizes and supports the Drivers Cooperative-Colorado for providing invaluable rideshare service for drivers, riders, and marginalized communities while contributing to local and place-based economic development.

**Section 2.** That the Denver City Council recognizes and supports the Colorado Independent Drivers United (CIDU) for their contributions and efforts to secure just wages and better working conditions for Denver's key gig economy workers.

**Section 3.** That the Clerk and Recorder of the City and County of Denver shall affix the seal of the City and County of Denver to this proclamation and that a copy be transmitted to Dr. Minsun Ji, Executive Director of the Rocky Mountain Employee Ownership Center and Brian Winkler, Executive Vice President of the Communications Workers of America (CWA) Local 7777.

PASSED BY THE COUNCIL September 30, 2024

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PRESIDENT

