

8/21/2020

On-Demand Rate Comparisons

Uber: Uber pricing based on time and distance: \$0.26/minute, and \$1.14/mile, excluding surge pricing (trips at certain hours and under certain traffic and weather conditions are priced at higher rates).

Tommie’s Taxi (Framingham): From/to Sudbury and its contiguous towns: \$10 plus \$3.50 for first 2/7th mile plus \$0.50 each 1/7th of mile (i.e., first mile costs \$16; each additional mile costs \$3.50). For trips starting in Framingham, there is no \$10 surcharge.

JFK Taxi (Natick): From/to Sudbury and its contiguous towns: \$6.00 for the first mile, \$5.00 per additional mile, plus a 20% gratuity on total (applies only to sedan and van vehicles)

Ride assumptions:

- One rider
- Three destination distances and times, all start in Sudbury
 - RIDE 1: 1 mile from pick up (RT = 2 miles, 20 minutes)
 - RIDE 2: 3 miles from pick up (RT = 6 miles, 30 minutes)
 - RIDE 3: 10 miles from pick up (RT = 20 miles, 60 minutes)
- Normal traffic and clear weather
- No vehicle waiting, no “driver services”
- No difference in rider waiting times for pick up

Provider	Round Trip Examples		
	Ride 1	Ride 2	Ride 3
Uber	\$7.48	\$13.84	\$38.40
Tommie’s	\$32.00	\$60.00	\$158.00
JFK	\$26.40	\$42.00	\$102.00

For group van use (JFK), comparisons with Uber may be more favorable (i.e., 5 people per van = same rates. Based on Uber policy, multiple vehicles may be required.