



# Need A Lyft?

## I MUS-STACH YOU FOR A RIDE

### Alternative to Cabs Begins Service in San Marcos.

Lyft got a lift from the Austin City Council recently.

They got the City Council green light in October to operate legally in Austin following reports of company drivers being ticketed and having their vehicles impounded shortly after they first entered the Austin market on May 29.

Mary Caroline, Lyft spokeswoman, said the company was intrigued by Austin, “an open, dynamic city that lives and breathes” the company’s “community-first” culture. After hearing the Austin community’s overwhelming calls for more transportation options, “Lyft launched to provide convenient, safe, and affordable rides for everyone,” Caroline said.

This support prompted Lyft to expand its coverage area about two months ago to Lockhart, Round Rock, Lakeway, Kyle and San Marcos.

Let’s say you’re on Sixth Street in Austin and need a ride back to San Marcos. A ride in one of Lyft’s post-pubescent cars will cost about \$65 one way.

No word from San Marcos’ Aloha Taxi on what Lyft’s move to the city means for their company or for the taxi industry in general.

But besides the large pink mustaches on the front of all Lyft cars, the difference between this ridesharing service and a taxi company is the overall experience: Lyft drivers are groomed to be hipsters, someone a passenger can fist bump and call “man,” regardless of gender.

The process for getting a Lyft ride has also gotten a facelift. You don’t have to hail or call a cab with Lyft. Instead, you download the Lyft app on your smartphone, type in your debit/credit card information and book a ride. You can even track your driver’s ETA on the app and see their photo and that of their car.

If you’re interested in making money rather than spending it on a ride, you can apply to be a Lyft driver in the Austin area, as long as you’re at least 21, own a 2000 or newer four-door car and can pass a background and DMV records check. The company’s “peer-to-peer” platform makes drivers independent contractors. Lyft’s website estimates an Austin-based driver can make \$800 a week (40 hours). Drivers get 80% from each ride. But they also are responsible for maintaining their vehicle – and providing their own gas. The ridesharing company, however, provides drivers with additional car insurance.

#### Here’s a line-by-line fare breakdown

(information from Lyft’s website)

Trust & Safety Fee	\$1.50
Base Charge	\$1.35
Cancel Penalty	\$5.00
Cost Minimum	\$5.00
Cost Per Mile	\$1.70
Cost Per Minute	\$0.27

lyft.com  @lyft  lyft