

- The average taxi fare in Georgia was estimated to be about \$16.45 currently, based on data from taxifarefinder.com. High and low fares of \$18.10 and \$14.80 are assumed for FY 2018 in estimating, respectively, the low and high numbers of rides.
- The current average booking for limousine services was estimated to be about \$174, based on industry data from IBISWorld, broken down by type service provided, as well as an internet search for prices for those services in Georgia. High and low prices for limousine trips of about \$192 and \$157 are assumed for FY 2018 in estimating, respectively, the low and high numbers of limousine rides.

Table A3. Taxi and Limousine Trips

<i>(in thousands)</i>	FY 2020*	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025
Taxis						
High	246	995	1,006	1,017	1,028	1,040
Low	199	797	797	797	797	797
Limousines						
High	31	124	126	127	129	130
Low	25	100	100	100	100	100

*Reflects effective date of April 1, 2020

Ridesharing

Purchases of transportation through ride-sharing services such as Uber and Lyft are taxable transportation services under the current-law state sales and use tax, though press reports indicate that at least one network disputes that they are obligated to collect and remit the tax. The estimates herein assume that the state is able to enforce collect-and-remit obligations on ride-sharing networks under the sales tax absent the proposed bill or under the excise tax should the bill be enacted.

Section 2-1 of the bill would also exempt ride-sharing services from the sales tax, along with taxi and limousine services. Taxable ride-sharing sales and implied state and local sales taxes due absent the proposed bill are estimated as follows:

- Uber Technologies Inc. SEC filings since going public show U.S. ridesharing revenue in CY 2018 of \$19.4 billion with 2.4 billion trips taken, implying revenue of about \$7.94 per ride. Based on 3 quarters of CY 2019 SEC filings, it is estimated that for CY 2019, Uber had US revenue of \$23.4 billion from 3.3 billion rides, generating about \$7.15 per ride.
- Lyft Inc. SEC filings indicate that U.S. ridesharing revenue in CY 2018 was \$2.0 billion with 62.8 million active riders. Based on 3 quarters of CY 2019 filings, it is estimated that for CY 2019, Lyft will have U.S. revenue of \$3.5 billion with 86.1 million active riders. Note that an active rider can take more than one trip, thus using the 10-Q data, it is not possible to estimate the number of trips Lyft made in the U.S.
- A 2019 estimate from research firm Second Measure suggests that Uber and Lyft control all but 2% of the U.S. ride hailing market.
- Using the available financial data for Uber and Lyft, and grossing up for smaller providers based on market share, it is estimated that U.S. ride-sharing industry revenue was \$21.8 billion in CY 2018 and \$27.4 billion in CY 2019.
- To determine a low case amount that is associated with Georgia services, we multiply the

