



It's called surge pricing with on-demand rides when major live sports and entertainment events happen. Yesterday, when downtown was quiet, your ride home cost \$10. Tonight, when you attend a Super Bowl or Broadway hit, it could be \$150 for the same ride. According to reports, some ride charges before and after last year's Super Bowl increased 500%.

Of course, private drivers not with traditional taxi companies need to find income where it's most available. Surge pricing makes up for the hours of cruising streets looking for passengers, while fuel and maintenance costs rise. What can senior passengers do about it? Not much, unless you bargain with the driver before you get in, or arrange for a friend or family member to take you and pick you up after a major sports or entertainment event.