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Back to The Picture

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November 16th, 2021

Mr. Douglas Ito
California Public Utilities Commission
Consumer Protection and Enforcement Division
505 Van Ness Avenue
San Francisco, CA 94102-3214

Dear California Public Utilities Commission Commissioners:

I'm writing on behalf of the Hispanic Chambers of Commerce and its Board of Directors in support of Cruise's Autonomous Vehicle Passenger Service Application. We are an umbrella organization that merges the efforts of five ethnic chambers in the Bay Area — the Nicaraguan-American, Bay Area Salvadoran-American, Guatemalan-American, Latin American and Caribbean with the San Francisco Hispanic chambers — in a unified effort to support small businesses and partners in the San Francisco Bay Area.

We believe that the widespread commercial adoption of Cruise's driverless vehicle services would have multiple benefits for small businesses not only in the Bay Area, but across California.

Despite opening [more small businesses](#) than any other group in the US, Hispanic business owners have been hit hard by the pandemic, with at least [70% having to close their doors](#) at some point since March 2020. Those that have reopened are still overcoming challenges in staffing shortages, continuously shifting regulations, irregular consumer patterns and recouping lost revenue from months of halted operations.

Self-driving vehicle services can provide struggling businesses a vital lifeline to a whole new customer base, either by transporting customers to storefronts through ridesharing services or bringing goods to consumers' doors through deliveries.

Unlike traditional gig-powered rideshare and delivery services, driverless vehicles can provide a standardized experience that is consistent and dependable. In addition, Cruise will provide our members and its workers with the opportunity to have dependable rides after hours and allow our community to easily participate in a clean energy revolution.

Cruise is making its mark in the San Francisco community by engaging with small businesses and discussing how its vehicles can operate to best serve our customers and employees. We believe that if they're able to expand commercially to the rest of the state, they'll do the same with local businesses wherever they go.

California's businesses need the support that driverless vehicles services can provide — the HCCSF board of directors and membership urge the CPUC to grant Cruise's Autonomous Vehicle Passenger Service Application.

Sincerely yours:

Carlos Solórzano-Cuadra
CEO

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Cc: Board of Directors

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