cruise

July 12, 2022

California Public Utilities Commission
ATTN: Terra Curtis
505 Van Ness Avenue
San Francisco, CA 94102

Re: Autonomous Vehicle TCP Passenger Service - Cruise Drivered Deployment Quarterly Report 3/1/2022 to 5/31/2022

Dear CPUC Autonomous Vehicle Programs,

On July 1, 2022, along with all other required reports, Cruise submitted the Drivered Deployment Quarterly Data Report, in which there were no rides conducted for the reporting period of 3/1/2022 to 5/31/2022. On July 7, 2022, it was requested that Cruise submit narrative responses for the Drivered Deployment Quarterly Data Report. Accordingly, Cruise provides the following narrative responses below. Please note that the responses are not specific to the Drivered Deployment Permit. In responding to the questions below, Cruise included information for the approach that Cruise has taken for its services under all of its existing CPUC permits.

Please let me know if you have any questions.

Sincerely,

Prashanthi Raman
VP, Government Affairs

DRIVERED DEPLOYMENT QUARTERLY REPORT NARRATIVE RESPONSES

1. **Is your AV service open to the general public? If not, who is eligible to participate?**
   Currently, Cruise is not offering any rides to the public under the CPUC Drivered Deployment Permit.

2. **What accessibility services does your service provide? Include a description of activities to accommodate customers who use wheelchairs or are otherwise movement impaired; are blind or have other visual impairments; and any other accessible services you provide.**
   Cruise is committed to providing an accessible app and in-ride experience. To date, Cruise has included a number of features to improve accessibility for customers, including native iOS voiceover support for the Cruise app, improved wayfinding – including by giving blind or low-vision users the ability to honk the vehicle horn to identify the vehicle, walking directions from a user's location to the pickup point, two-way

communications with Cruise Customer Support before and during the ride, as well as post-ride way finding support. Additionally, in-cabin buttons for accessing customer support or ending the ride early have tactile features to identify them distinctly. Service animals and guide dogs are welcome for customers to bring in the vehicles.

For riders who are d/Deaf or hard of hearing, Cruise has an RTT service for Cruise Customer Support, prominent display of the vehicle's unique name on all sides of AV, as well as visual trip announcements on the in-car tablet screens.

Riders who utilize a wheelchair can access Cruise's current service by securely fitting a foldable wheelchair on the rear floor or backseat with one passenger. The rear floor and backseat can also accommodate similar sized foldable walkers and foldable scooters, in addition to other smaller assistive devices such as crutches and canes.

3. **How have you engaged with accessibility advocates to inform your operations?**
   Cruise has engaged with a range of users and advocacy organizations, such as the National Federation of the Blind, American Council of the Blind, San Francisco Lighthouse for the Blind, American Association of People with Disabilities, We Will Ride, United Spinal Association, the National Disability Institute, and more, to hear feedback, share progress, and gain insights (e.g., through user experience testing). Cruise will continue to engage a range of accessibility stakeholders, from across the disability spectrum, to inform Cruise's service, product, and processes.

   Earlier in 2022, Cruise hired Michele Lee to serve as a Senior Manager focused entirely on Accessibility, which is a unique role within the AV industry. Michele is a disability rights advocate and proudly identifies as a person with a disability who uses a power wheelchair. Michele has continued strengthening Cruise's relationships with organizations in San Francisco, across California, and nationally, while also bringing her insights to Cruise's teams working on both software and hardware developments to incorporate feedback on accessibility features and design.

4. **Describe any new accessibility services you expect to provide in the near term.**
   While safety remains the company's top priority, Cruise will continue to iterate on the current product to improve accessibility for users. Cruise remains committed to improving customer support features for a range of users. Cruise is exploring additional features such as more in-vehicle announcements when appropriate.

5. **What actions have you taken to ensure your AV operations reduce greenhouse gas emissions and air quality hazards in California?**
   Cruise is committed to a zero-emission fleet that will help California achieve its greenhouse gas emission reduction goals and reduce local air pollution for communities. Cruise has long operated an all-electric fleet, including the current R&D and commercial deployment vehicle based on the Chevrolet Bolt, and plans to transition in the future to the Cruise Origin, which is built on General Motors' BEV3 platform and utilizes its advanced Ultium battery pack. Starting in 2020, Cruise began sourcing 100% renewable

energy in the form of Renewable Energy Credits (RECs) to power the fleet, and actively participates in the California Air Resources Board's Low Carbon Fuel Standard (LCFS) program. In Summer 2021, Cruise took sustainability commitments one step further by launching the Farm to Fleet initiative, where Cruise now sources RECs directly from family-owned farms in California's Central Valley – ensuring that rural communities can also share in the benefits of electrification, even as Cruise AVs charge hundreds of miles away. In short, not only is Cruise's service 100% electric, it is also 100% emissions-free and renewable-powered mile per mile, presenting a significant reduction of carbon emissions compared to a single-occupant, gas-powered personal vehicle.

6. **Describe any new activities you expect to take in the near term to reduce greenhouse gas emissions and air quality hazards.**
   As Cruise expands its commercial offerings for the public, Cruise continues to explore opportunities to maximize the impact of investments in charging infrastructure that can increase the public's access to clean miles, as well as displace use cases that are known contributors to local air quality hazards. One example of this is Cruise's development of its R&D and charging facility on Cesar Chavez in San Francisco. This development is replacing a medium-duty diesel truck rental facility, and is located in a census tract graded in the 84th percentile for pollution according to CalEnviroScreen 4.0.

7. **How have your operations provided service to low-income communities; disadvantaged communities; and communities that are rural, speak a primary language other than English, or are otherwise hard to reach?**
   As Cruise opened up the pilot service area to the public earlier this year, Cruise has provided transportation service options to a diverse range of communities in San Francisco. The pilot public service launch included the Fillmore District and Western Addition neighborhoods, both traditionally home to many of San Francisco's Black residents. Cruise has since expanded into the city's southern neighborhoods including but not limited to Bayview-Hunters Point, Potrero Hill, and Visitacion Valley where the majority of San Francisco's Black community members reside.

   The initial pilot and driverless deployment public service launch neighborhoods also included large populations of San Francisco's Asian community, particularly the city's Japanese and Chinese community members in Japantown, the Richmond and the Sunset. In an effort to familiarize San Francisco's local Chinese community with Cruise's current operations, Cruise printed informational Chinese-language ads in the San Francisco edition of the Sing Tao Daily.

   Many of these neighborhoods have not seen a full return of their public transportation options post pandemic especially during overnight hours. Cruise has been able to begin providing these community members with a safe and reliable transportation option with a fleet of all-electric, autonomous vehicles.

   Cruise will continue to emphasize service offerings to communities of color, low-income, and under-resourced neighborhoods as Cruise expands and scales operating area and hours.

8. **How have you engaged with advocates for those communities to inform your operations?**

Cruise has engaged with an inclusive mix of users and advocates to build meaningful relationships with community groups and neighborhood organizations across the city to ensure operations support the needs of local residents.

Cruise meets regularly with organizations that primarily support San Francisco's Black community, including Young Community Developers and the Potrero Hill Neighborhood Center (NABE). Cruise's focus has been on collaborating and consulting with these groups to continue Cruise's community involvement and establish visible partnerships to demonstrate Cruise's commitment to integration in the community.

Cruise has strong communication with local Chinese leaders and advocates as well. Cruise works with organizations, including Self-Help for the Elderly, the Chinatown Community Development Center, and the Chinese Chamber of Commerce. These relationships provide Cruise with critical insight for how operations can support this community particularly for their aging population.

9. **Describe any new services you plan to add in the near term that will expand service to those communities.**
Cruise's future plans include expanding to the full 7x7 San Francisco during all hours day and night.

Additionally, Cruise will continue proactive outreach efforts with communities, advocates, and organizations across San Francisco, the Bay Area region, and the state of California – sharing information about the product and services and garnering feedback to inform improvements. Cruise maintains its dedicated social impact program, Cruise for Good, delivering meals to vulnerable San Franciscans through the SF-Marin Food Bank in a fleet of all-electric, self-driving vehicles. Cruise is also in active conversations with local partner organizations around workforce development efforts to support the significant employment needs for running an AV fleet. Cruise remains committed to serving every neighborhood of San Francisco – including those that currently lack consistent, dependable, affordable, sustainable transportation options – as allowed by Cruise's permits.