Douglas Ito, Director
Consumer Protection & Enforcement Division
California Public Utilities Commission
505 Van Ness Avenue
San Francisco, CA 94102

Dear Director Ito:

I'm writing to you in support of Cruise's application to expand its services in San Francisco under the CPUC's Driverless AV Passenger Service Deployment program.

As background, I have been reporting on the autonomous vehicle industry since 2014 when I wrote this short story about what life might be like in the year 2040 thanks to the rollout of shared, electric, connected, and autonomous vehicles.

https://viodi.com/2014/06/02/googles-potential-end-game-transport-and-organize-the-worlds-people-not-just-information/

This shared approach to mobility promises a lower cost, more sustainable, more accessible, and higher quality experience than either private car ownership or current public transit options. It promises to be as disruptive as Internet Protocol was to legacy telephone networks.

From a risk perspective, that GM, Cruise's parent, is willing to put its deep pockets behind this effort is indicative of its confidence in Cruise's offering. In my discussions with Cruise employees, safety and accessibility are priorities. Simply, GM has too much at stake to bring forward a commercial offering before they feel it is ready.

This opportunity is a gift for both the city of San Francisco and the state of California to remain on the cutting edge of technological developments that help their citizens. Other communities, such as Trenton and the state of New Jersey, with their TrentonMOVES initiative, are actively trying to partner with entities like Cruise to help improve mobility for those who need better options. They would love the opportunities that come from such a deployment. These opportunities include

- Working with transit systems to have Cruise serve as last mile(s) feeders
- Using Cruise to supplement transit in those areas/times where transit is lacking.
- Identifying and piloting how Cruise might help reduce parking needs.
- Exploring how Origin Mobility might improve the quality of accessibility for those in need.

To be clear, my advocacy for what Cruise is proposing is bigger than Cruise. It has to do with the 2040 vision where mobility is much more sustainable, accessible, and affordable thanks to the vehicles and systems created by Cruise and others.

I urge the commission to vote to approve Cruise's citywide expansion so they can advance their vision for providing a safe, accessible, and dignified transportation experience to all.

In Community,

Ken Pyle

cc:
Alice Reynolds, President, CPUC
Karen Douglas, Commissioner, CPUC
Genevieve Shiroma, Commissioner, CPUC
Darcie Houck, Commissioner, CPUC
John Reynolds, Commissioner, CPUC
Christine Hironaka, Deputy Cabinet Secretary, Governor's Office
Mark Tollefson, Deputy Cabinet Secretary, Governor's Office