FILLMORE
SAN FRANCISCO

Douglas Ito, Director 1/10/22
Consumer Protection & Enforcement Division
California Public Utilities Commission
505 Van Ness Avenue
San Francisco, CA 94102

RE: FILLMORE MERCHANTS ASSOCIATION IN SUPPORT OF CRUISE AL 002

Dear Director Ito:

As a representative of the Fillmore Merchant Association, I am writing to you today in support of Cruise's application to expand its operations 24/7 to serve the entire city of San Francisco. Cruise is a valued community partner, and we support the company's efforts to provide clean, accessible, and safe transportation options for all San Franciscans, and our visitors and businesses.

The Fillmore neighborhood is a cultural landmark and one of San Francisco's main hubs for entrepreneurship, community, and entertainment. Our organization represents businesses in one of the city's most vibrant shopping and dining districts, encompassing Japantown, the Fillmore Jazz District, and tony Pacific Heights.

Small businesses are the backbone of our local economy. As they continue their march to recovery from the pandemic amid challenging economic times, we are enthusiastic about the new possibilities that Cruise's service can provide our members, employees, and the communities they live in, work in, and serve.

Through engagement with our organization and other diverse communities, Cruise has clearly demonstrated how their service benefits our businesses' customers and employees. Expanding Cruise's service will also expand access to our neighborhood and our small businesses.

Cruise will continue to make it easier for residents and visitors alike to enjoy all that the Fillmore District has to offer, helping local businesses thrive. Employees will also have a high-quality and affordable transportation option - particularly late at night when public transit options are limited.

San Franciscans, visitors, and local businesses deserve affordable, safe, and accessible transportation. For these reasons, we ask that the commission to approve Cruise's application to expand 24/7 services citywide as soon as possible.

Thank you in advance for your consideration.

Appreciatively,
Patti Mangan
Fillmore Merchants Association
Executive Director

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