January 23 2023

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

RE: POTRERO DOGPATCH MERCHANTS ASSOCIATION IN SUPPORT OF RESOLUTION CRUISE ADVICE LETTER 002

Dear Director Ito:

I am writing to share that Potrero Dogpatch Merchants Association (PDMA) fully supports Cruise's request to expand its operations 24/7 across San Francisco. Cruise is a respected partner of our community, and we firmly believe in the company's efforts to provide transportation options that are safe, clean, accessible, and affordable for San Franciscans and visitors alike.

Our mission at PDMA is to promote and advocate for independent, locally-owned businesses while actively supporting our neighborhoods and communities. Cruise originally established its headquarters in our neighborhood in 2013, and since day one, Cruise has been a good neighbor in our community.

While its services are not currently available in the Potrero or Dogpatch neighborhoods, we welcome Cruise's expansion, as it will allow our local business owners and community members to safely get around the city whenever they need to – an undoubtedly valuable service.

Just as PDMA connects our community, we believe Cruise plays an important role in bringing people together and creating a more vibrant local economy. Its expansion will make it easier for San Francisco residents and visitors to enjoy all that our neighborhood has to offer, increasing business opportunities for our merchants and in our community.

San Francisco businesses, residents, and visitors deserve more safe, clean, accessible, and affordable transportation. We kindly ask that the commission approve Cruise's application to expand its services 24/7 citywide as soon as possible.

PDMA appreciates your time and attention to this matter.

Sincerely,

Yours sincerely,

Keith Goldstein
President, PDMA