SFCDMA

San Francisco Council of District Merchants Associations

Masood Samereie, President | Janet Tarlov, Vice-President | Morgan Mapes, Secretary | Tracey Sylvester, Secretary | Mike Zwiefelhofer, Treasurer

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

Jan 23, 2023

RE: SAN FRANCISCO COUNCIL OF DISTRICT MERCHANTS ASSOCIATIONS IN SUPPORT OF RESOLUTION CRUISE ADVICE LETTER 002

Dear Director Ito:
The Executive Board of the San Francisco Council of District Merchants Associations (SFCDMA or the Council), is writing today in support of Cruise's application to expand current public services to all of San Francisco, 24 hour hours per day, 7 days per week.

For seventy years, the Council has advocated for the City's merchant associations and neighborhood commercial districts to improve the business climate in San Francisco. Cruise supports our organization's aim to protect, preserve, and promote our City's small businesses. Cruise has made it a priority to build meaningful relationships with organizations like ours to ensure their service is designed to support local residents and businesses. They have worked closely with our associations, hosting local events to educate merchants and community members about the benefits of their service.

If Cruise's application is approved, San Franciscans and visitors will have another accessible, affordable and environmentally friendly transit option that connects patrons directly to the city's commercial districts. We believe Cruise's expanded services will support an improved business climate for local businesses and the larger San Francisco economy. Further, our research indicates a commitment by Cruise to public safety that interests us. We trust that Cruise will continue to work diligently to maintain and improve safety, efficiency and reliability within their existing and expanding fleet.

We're confident that Cruise will maintain a community-minded focus as they seek to expand services to all of San Francisco. We urge the commission to approve TL-002 and allow Cruise to provide 24/7 service to all of San Francisco.

Sincerely,

Masood Samereie, President

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