



"Most Livable City"  
U.S. Conference of Mayors

Office of  
DAVID D. ORTEGA  
Mayor

September 9, 2022

Steven Cliff  
Administrator  
National Highway Traffic Safety Administration  
1200 New Jersey Avenue SE  
West Building  
Washington, DC 20590

Dear Administrator Cliff:

On behalf of the City of Scottsdale, I am writing to express our support for the General Motors & Cruise petition, Docket No. NHTSA-2022-0067, to put the Cruise Origin into commercial service.

As the voice of Scottsdale residents, I am proud to say that our city has been consistently recognized as one of the best places to live in the country. Not surprisingly, Scottsdale has experienced tremendous growth because of its many positive attributes and the attractiveness of the overall Maricopa Country region. This level of growth has created exciting opportunities to bring together infrastructure and technology in ways that more effectively, efficiently and strategically address Scottsdale's current and future needs.

The City of Scottsdale recently partnered with the Smart Cities Council, an organization which helps deliver solutions for advancing the livability, workability, and sustainability of cities globally. Over the next year, the organization will help Scottsdale build capacity by identifying technology solutions that meet community needs, prioritizing processes to accelerate deployment of these solutions and integrating sound practices so residents are involved and can trust outcomes. Scottsdale was selected for this project because the city stands out as a leading global hub for technological innovation across many industries, including autonomous vehicle ("AV") technology.

In fact, the recently adopted Scottsdale Smart City Strategic Roadmap mentions that "emerging technologies such as autonomous vehicles, artificial intelligence, machine learning, computer vision, drones and block chain will represent some of the most important opportunities for cities to embrace." Major players in the AV space have already completed high-definition mapping of the Scottsdale area and are considering our city for pilot projects. These types of innovative partnerships will continue to provide mutually beneficial opportunities in advancing AV technology faster, more prudently and more effectively.



The Secretary of Agriculture is pleased to announce the results of the recent survey of the agricultural industry. The survey, conducted by the Bureau of Agricultural Economics, has provided valuable information on the current state of the industry and the challenges it faces. The results show that the industry is generally healthy, but there are some concerns regarding the impact of climate change and the need for continued investment in research and development. The Secretary will be working closely with the industry and other stakeholders to address these concerns and ensure the long-term sustainability of the agricultural sector.

The Secretary is also pleased to announce the launch of a new initiative to support small and medium-sized agricultural businesses. This initiative will provide these businesses with access to capital, technical assistance, and marketing opportunities. The Secretary believes that this initiative will be a significant step towards increasing the competitiveness and resilience of the agricultural industry. The Secretary will be working with the industry and other stakeholders to ensure the success of this initiative.

The Secretary is also pleased to announce the launch of a new initiative to support the development of rural communities. This initiative will provide these communities with access to capital, technical assistance, and marketing opportunities. The Secretary believes that this initiative will be a significant step towards increasing the economic vitality and resilience of rural communities. The Secretary will be working with the industry and other stakeholders to ensure the success of this initiative.

The Secretary is also pleased to announce the launch of a new initiative to support the development of agricultural infrastructure. This initiative will provide these communities with access to capital, technical assistance, and marketing opportunities. The Secretary believes that this initiative will be a significant step towards increasing the economic vitality and resilience of rural communities. The Secretary will be working with the industry and other stakeholders to ensure the success of this initiative.

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As our city – and our state as a whole – continues developing its role as a leader in the AV space, we believe it is essential that this technology, and the jobs and economic benefits associated, stay here in the United States, benefiting American workers and communities. Cruise, in particular, has made a conscious effort to collaborate directly with local governments, starting its dynamic Walmart delivery partnership right here in Scottsdale. With expansion plans slated throughout this year, this program demonstrates new purpose and functions to self-driving systems. Further demonstration of local growth potential is the recent opening of the Scottsdale Cruise Automation facility, which has created 150 jobs and is expected to generate additional positions in the coming years. However, safety, security and liability should be at the forefront of AV installations in Scottsdale along with appropriate funding, staffing and resources for a successful project initiative.

As partnerships like this succeed, growth and job creation for AV companies, like Cruise, will continue to generate quality, sustainable jobs throughout the country. That's in addition to the more than 2,500 people Cruise currently employs at various locations throughout the United States dedicated solely to the design, development and testing of the Cruise AV and Origin self-driving software, hardware, firmware, and related technology. If the Cruise and General Motors' petition is approved, thousands of jobs will be created to develop and deploy the Cruise Origin. Beyond the direct manufacturing jobs growth, there will also be thousands of jobs needed to stand up and maintain electrification and charger installation efforts, as well as those to support fleet operations.

A sustainable and efficient transportation network is necessary for a thriving environment, livable communities, enhanced productivity and bustling commerce. On behalf of the City of Scottsdale, I urge the administration to grant approval for this petition so General Motors and Cruise can fully build and deploy the Cruise Origin to work toward a transportation future that serves Arizona's communities as a global, inclusive economic force.

Thank you for this opportunity to share our comments in support of the petition. Should the NHTSA have any questions regarding this submission, please feel welcome to contact me at [dortega@scottsdalez.gov](mailto:dortega@scottsdalez.gov).

Sincerely,

A handwritten signature in black ink, appearing to read 'David D. Ortega', written over a faint, stylized graphic of three triangles.

David D. Ortega  
Mayor of Scottsdale



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Office of the  
Mayor

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