

This is a transcript of Episode 103: Grayson Brulte on the Public Perception of Autonomous Vehicles. You can find show notes, comments and more by [clicking here](#). You can also listen to the podcast in [iTunes](#), [Stitcher](#) or wherever you get your podcasts.

Harry Campbell: *Even though autonomous vehicles have been in the news a lot over the past few years, the industry is really in its infancy. And while I've interviewed experts in the past on the technology side of autonomous vehicles today, I wanted to chat with someone who works on the other side, dealing with things like public perception, help human drivers and autonomous drivers might coexist in the future and more, I think this is a really timely episode too, because when I think of AVS, there's the tech side and figuring out how all that works, but there's also a whole other side that has to do with societal, social, and even the political impacts of AVS. So let's dig in.*

Announcer: *Welcome to the Rideshare Guy Podcast, the site that helps drivers earn more money by working smarter, not harder whether you drive for Lyft, Uber or anything in between. We've got you covered. And now here's your host*

Intro

Harry Campbell: *So today I'm chatting with Grayson Brulte, Co-Founder / President of Brulte & Company, a consulting firm that specializes in designing innovation and technology strategies for a global marketplace. So on today's episode we're going to chat all about autonomous vehicles and specifically, you know, we're going to cover topics like Uber's AV program, what Lyft is up to, and even some specific examples of how autonomous vehicles are affecting other industries. We sort of dig into this example of Walmart and how they might benefit from automation. You know, one of the cool things that I see in my position is just all of the companies from small to big and a lot on the big side too. You know, you would never suspect that these huge companies are looking into rideshare, looking into mobility. And of course, autonomous vehicles I think is such a big and newsworthy topic that you have a lot of companies really figuring out how they might best work with automation and frankly, how it's gonna affect their business.*

Harry Campbell: *So we're going to hit on that. And then of course we'll also talk about automation and how it might affect salaries of workers. You know, everyone from truck drivers to rideshare drivers. And also one really cool aspect of this*

interview. Grayson works with a lot of companies doing public events and so he'll give a little insight into how the public thinks about autonomous vehicles before and after their first ride in a self driving car. So that's really interesting to explore and definitely make sure you stay tuned to the end too, because you know, we're not just going to talk all about the benefits of autonomous vehicles. I will say Grayson is a big fan of autonomous vehicles and I think that comes out in his passion for the industry and a lot of the topics that he likes to cover. But you know, like with anything in life, there's definitely some downsides.

Harry Campbell: So we'll talk about the biggest challenges for, you know, public adoption of autonomous vehicles. So really excited for this interview because I think a lot of the talk around autonomous vehicles, uh, tends to focus on the technology. And you know, we've even interviewed an expert on that in the past, Tim from ars, so you can go back and listen to that episode if you're interested more in the technology side. But on this one, we're gonna talk about everything else, the things that maybe you haven't thought about or that others aren't thinking about. And that's always what I love to explore on this podcast. So hopefully you all will enjoy. And I do want to mention that this episode is sponsored by Zum. That's Z U M and Zum is a rideshare service for kids. So it's actually against Uber and Lyft terms of service for minors under the age of 18 to ride alone.

Harry Campbell: And because of this Zum, they aim to solve this problem for drivers. They can actually triple your ride sharing pay zoom drivers average \$32 an hour according to the company and many make \$750 plus a week. You can work when you want, just like other rideshare services and you can get repeat rides and drive only on weekday mornings and afternoons. So that's a cool feature. You know a lot of times you provide a great experience but you might never see that passenger again. So having the ability to get repeat rides and get paid extra or you know, can strive consistent business to yourself. Pardon the pun, is a nice benefit of driving with Zum so you can apply to drive and learn more about where they're available and the cities, their operating head to the <http://rideshareguy.com/Zum> and then as always, this episode in show notes can be found @ <https://therideshareguy.com/episode103> all right, let's hit the road.

Interview with Grayson Brulte

Harry Campbell: So Grayson Brulte is an autonomous vehicle consultant based out of Florida and he's passionate about public acceptance and adoption of autonomous vehicles. So Grayson, I'm excited to talk to you today. How are you?

Grayson Brulte: I'm doing well. Thank you so much for having me on Harry. It's wonderful to be here. Awesome.

Harry Campbell: Well I think you're actually hosting me today. I do appreciate the offer and you know, we've known each other for awhile and I know a little bit about what you do, but I'm curious to learn more today and kind of dive into the topics that you're passionate about. Before I get started with my first question, you know, I guess I would say you're someone who probably one of the people I know who's most passionate about autonomous vehicles. Do you think that's a fair description of yourself or, I would say it's a fair description.

Grayson Brulte: Passionate about autonomous vehicles. I believe that autonomous vehicles are the future of transportation, and I also believe autonomy is the future of the US economy. And in order to get there, as you kindly said, is that we have to work on the public acceptance in adoption. If the public does not accept this technology and they're unwilling to adopt this technology, there's, there's a good chance that you can lead to a bankruptcy into another great recession.

Harry Campbell: Well, I'm excited to dig into that today, but before we get started, I want to ask you one thing, just a warm up. What do you think about Uber's autonomous vehicle program? Obviously, this is the rideshare guy podcast, and he talked a lot about Uber and it seems like they're a big player in the autonomous vehicle space, and I don't know if they're the biggest, or maybe it's just because of the circles I run in that I keep hearing the name pop up, but I'm curious to know what you think about Uber's a ton of their.

Grayson Brulte: So Uber ATG advanced group, it shouldn't be called Uber, shouldn't it be called A T G advanced technology group? Should we call Volvo? Okay. I believe one of the greatest mistakes that Travis Kalanick made as CEO of Uber was not buying Volvo when he had the chance to buy Volvo. They had the cash. You had the ability to raise enormous amounts of cash. You had an emerging autonomous vehicle program with w at that time before the lawsuits and everything about you have rock star engineers, but what is the one thing you didn't have? You didn't have public trust. What is the one thing that Volvo has? Public Trust?

Harry Campbell: Yeah. They're known for being a safety focused, correct. Automotive maker, right, so they're known.

Grayson Brulte: Volvo was known as a safety first culture, a safety first organization. There are no need to put your kids in a Volvo. It's, it's like you're riding in a complete a cocoon. It's very safe.

Harry Campbell: Well, I mean it is interesting how when there was this accident and the Arizona, a lot of people blamed Uber and it was actually.

Grayson Brulte: It was the Volvo that they were riding and wasn't it or that it was, it was a highly modified a Volvo. It's not fair to assign blame to one party or another as it relates to that horrible accident. What we have to really do is look at how does this never happen again and what can we do? What can we learn from that tragedy to move forward and Dora's made as the CEO of Uber has made a lot of very good positive signals and moves to repair that relationship. But imagine if it was, we'd go back to earlier in this conversation, if it was Volvo, there would have been a sense of a, a better understanding of the brand and the trust, and I believe that Uber would have been able to overcome that. And as Uber was scaling up their ATG program as they're currently scaling up their ATG program, imagine if it was called Volvo. So is now Uber is a publicly traded company. Yeah. Imagine if Volvo was a wholly subs owned subsidiary of Uber. You would have a clear path of a company that you could spin out to public markets for your autonomy. I think that would is the huge issue that they never did. Yeah. But as you fast forward to today, the relationship between Uber and Toyota is very interesting. And the big catalysts when you look at Uber and total relationship is what's going to happen with the Tokyo Summer Olympics. Will Uber do something on the palate that Toyota NASA Ces two years ago? That becomes very, very interesting because what you're going to have to have now as a publicly traded company, your number one tool, you're gonna have to show revenue growth and you're going to have to tell a story. Uber right now is unfortunately not telling a very good autonomous story. Tesla's telling an autonomous story, yuan is out there tweeting this, making these wide ranging remarks where Uber is kind of very, very quiet.

Harry Campbell: Yeah. I guess that's kind of my question, right? Like when I look at the, you know, the future of Uber on their autonomous vehicle program, I'm not seeing anything that is really distinguishing themselves. I mean, I guess there are big advantages that they're actually running a rideshare company right now. Whereas, you know, Tesla, they may talk about, oh, it's super easy to do this, you know, and once we have a ton of vehicles, we can do a rideshare company. No problem. It's

obviously tough though. Uber's losing \$1 billion a quarter, so it's probably a lot harder than people think. But I guess so do you see them as a leader right now in the autonomous vehicle space?

Grayson Brulte: Uber? I, I wouldn't, I don't think it's fair to gauge the autonomous technology on a, on a leaderboard and so there's been some public leaderboards because the technology, we're still, we're still haven't even begun to crawl. Okay. We both have children and we're still in those early, early days. What's fair to look at is what are the competitive advantages of each company? Uber's massive competitive advantage is their software platform that becomes a Trojan horse when they can start bolting on various different aspects to it. That becomes very, very interesting where the other companies don't have that platform. They don't have the global reach that the Uber Platform has and the ability to bolt on different aspects such as Uber eats and trucking and various different aspects that they bolt onto that platform. Yeah,

Harry Campbell: So even though it's a good question to ask, it sounds like it may be a little early to see who's the leader, who's,

Grayson Brulte: Yes, you have certain companies, embark trucks, for example, is focused on trucking to simple just announced the deal with United States postal service. They're focused on trucking. Amazon has made all sorts of really interesting announcements around the autonomous delivery bots. Yeah. You're seeing dominance experiment with autonomous pizza deliveries. You're seeing Ford run various experiments is that it's very important to keep in mind that autonomy is, I winner take all industry. There will be multiple winners

Harry Campbell: And I mean Uber is actually in another, it's funny you brought up all those examples. Uber's doing all of those, right? I mean Uber freight was their trucking platform. They're doing a vertical takeoff and Lyft off VTOL I think is the acronym, right? With their Uber elevate and they've got a summit every year around. Then of course they've gotten, but it is funny because what they're best known for and kind of their core business is that rideshare component. But it's interesting to see how they're involved in all of these, really all of these other, we'll look

Grayson Brulte: At Google. Google is best known for search and how many other aspects of technology is.

Harry Campbell: Google involved at a lot of other aspects of technology. Right. But you have to, you have to try.

Grayson Brulte: Yeah. And you have to and that's where Uber just not get the credit Uber deserves. Uber's constantly experimenting. Yeah. So if you can pay, if you look at from both now being publicly traded companies, I believe it's very fair to compare Uber to Lyft. Uber is constantly experimenting on ways to grow the platform and to grow incremental revenue Lyft. I'm really not sure where Lyft wants to go. Lyft is focused on partnership. Partnership partnerships. Yeah. But they're not focused on how do we, how do we grow multiple core businesses. So if you look at Google's moonshot factory, Uber's kind of like that. Eats which did you ever expect the growth of Uber eats to come the way that the growth of yeah.

Harry Campbell: It's definitely Uber and Lyft. It's pretty obvious that they're taking different strategies. I guess you could also push back on the fact that Uber hasn't figured out that core business yet. Right? They're losing \$1 billion a quarter. So they're like Google in one way, but they're also not like Google and another way cause they, you know, even though they may, you know, run when you look at revenue and when you look at rides, they're killing it in the rideshare department, Uber X. Right. But they're not actually making any money off of that. Whereas Google, you know, they take the money they make off of search and then they invested in self-driving and all of these other, a Youtube, all of these other.

Grayson Brulte: And what we're, where we'll be acquired your two. But the important thing to keep in mind is that in 20 years, right? Ridesharing's not Uber's core business that goes to, well.

Harry Campbell: That's the narrative that they're selling.

Grayson Brulte: It has to. It's not, it's not sustainable.

Harry Campbell: Yeah. It's interesting because I feel like people have told me that Uber isn't, the business model is not sustainable. That you know, there they can't just keep churning through drivers. And I've been hearing this for five years every single year and I guess I'm not, I used to actually feel the same way. I used to agree and now I'm not so sure, you know? I don't know that what they're doing. I think what they're doing could be sustainable. I guess it's, I'm just not sure. I'm not ready to make a definitive statement just cause people have been telling me for so long, smart people like yourself have been telling me for so long it's not sustainable, but it is. Right. So

Grayson Brulte: What if, let me, let me throw a curve ball at you and it's been well over. It was a private company is very important to keep in mind as we go this conversation that they've had very generous venture backers that have written them

very large checks. What if Uber struck a partnership with Amazon to use the trunks of drivers to deliver packages? That becomes interesting. That becomes very interesting. You saw that FedEx recently discontinued their deal with Amazon?

Harry Campbell: No, I'm really, I think you're right. Uber does have a lot of built in advantages and those were honestly because I'm not an expert on autonomous vehicles. That's why I bring folks like yourself on to educate me. And I'm not an expert in package delivery or any of these other areas, but I do know a thing or two about rideshare and kind of how drivers are working within the system today. And that's definitely one thing I see on the horizon is what I'm really excited for is these intersections of rideshare and autonomous for example. Right? I've talked in the past about how you know, for these companies that are developing autonomous fleets, rideshare is the perfect test ground testing bed because that's where we are. They're actually running fleets today, you know, and that's what the future fleet owners of autonomous vehicles are going to need to study rideshare to see what it works well and what doesn't. So that's what I'm personally excited about. And you know, I want to shift the conversation a little bit more to about yourself. And you know, we've talked about Uber so far and their impact and I guess kind of what they're working on in the autonomous vehicle space, but you personally, how are you involved? I know that you work with a lot of private companies behind the scenes and I guess whenever I hear the term consultant, always interested to learn more what people do as a consultant. So do you want to give that high level 62nd overview?

Grayson Brulte: I, so the 60 second overview would be more simpler than that. We provide strategic advice and guidance to a variety of corporations and startups in the industry, in this space, and help them achieve the goals that they're trying to achieve.

Harry Campbell: And so you're primarily working with autonomous vehicle companies, OEMs, rideshare companies. Is there, one is there across the board or one sector that you focus in for life?

Grayson Brulte: So it's all across the, uh, the sector. So it's not just car companies, it's not just does

Harry Campbell: That mean everyone's working on autonomous vehicles? Right. So

Grayson Brulte: That are working. There's companies working on a town with vehicles that you wouldn't even realize that are working on autonomous vehicles. The industry is just in its, in its complete infancy.

Harry Campbell: Yeah. That's actually an interesting point because one thing I found in my business is that, you know, technically we offer consulting services, right? For rideshare, can we call it rideshare consulting in a lot of people that come to us and you know, maybe they, they're thinking about a new venture or a new product or service for drivers and a lot of times it's names that are household names but you would never expect them to be dabbling in the rideshare market. You know, and I think, I'm sure I signed an NDA so I probably shouldn't name of the specific company but you know, it's a large, for example like we worked with one large uh, cell phone manufacturer that's a top three or top four cell phone manufacturer and they were looking at ways that they could enter the rideshare of market. We did a big survey of drivers. It was just sort of interesting to see that like they were spending a lot of money and resources and time and nothing really ever materialized from that. But it is interesting to see that side of the business and how these private companies, it sounds like some similar stuff is happening.

Grayson Brulte: You have a tendency to hit to now my head. So let's call it act me cell phone for out of respect for your enabled called act me cell phone company. They saw an a captive audience and there there are global brand. You're seeing that today. And um, we recorded a video, two years ago with Walmart and I believe that Walmart will become the leader in autonomous vehicles and created and produced a video around that. And this past week you saw Walmart announced another autonomous delivery pilot project with Ganache AI. They currently have one with you. Delta. Walmart will become one of the greatest leaders of autonomy for one reason. Brand. Walmart has a brand that connects with millions of individuals around the world and mainly United States. It's further important to remember. Walmart is the only big box retailer with a presence in all 50 states. And that includes the Apple store. There's, there's not an Apple store in every 50 states.

Harry Campbell: I guess Amazon, but they're digital, right?

Grayson Brulte: But Walmart, they have parking lots, they have the ability to, they have the space to clean fleets, service fleets, and they can make, and they have the ability to subsidize rides and an autonomous vehicle or in a car sharing, which I'd like to get into with you, or a ride sharing to go to a Walmart. If you can subsidize it, make it for free. And a brand Walmart can take you to a Walmart, you can have an in store transaction and then you can show Wall Street that same in a same sit in store sales are going up quarter over quarter because of this program, you're going to get rewarded with exponential growth in your stock.

Harry Campbell: So I actually, I'd love to dig into this example because I think this is a perfect example. You know, so let's look at Walmart for example. Right? So if I'm sitting at Walmart and I'm thinking about autonomous vehicles, what is the first, what is the first thing I'm an executive at Walmart? What's the first thing I even need to consider? Is it how this autonomous vehicle thing is going to disrupt me? Or you know, how high is it? Even on my priority list,

Grayson Brulte: It should be number one on your priority list after customer customer. Say we are Walmart, you want to focus on customer satisfaction and how do I continue to serve the core business? Yeah, autonomy allow you to to serve that core business. So when you're looking at Walmart as a giant logistics company, so learned Amazon, they moved tons of packages all around. You can start to automate those trucks. We just cost you can then bring customers to. So we'll start with that.

Harry Campbell: Automating trucks. Are you talking about the tractional truck drivers? And actually it's funny, we just interviewed a, one of my old contributors on the podcast and he went out and became a truck driver. And one of the things he mentioned on the podcast is Walmart is one of the best companies to work for. If you're a truck driver, I think the average salary is \$90,000 a year. So when you say automate trucks, we'll be talking about that. Like actual automating truck driving.

Grayson Brulte: I'm talking about automating truck driving, but it's, it's very important to say that Walmart is one of the great American success stories with Sam Walton built out of Bentonville, Arkansas today. Is it a completely American success story? Yeah,

Harry Campbell: He actually has a great biography too that he read. I read it a year or two ago. I can't remember the name right now. I'll link to it in the show notes. But it is definitely a, it makes you think differently about Walmart for sure. But

Grayson Brulte: Because it's, it's important when you, when I say to automate trucks and the reference to Walmart, we enter into a hotly political potato known as jobs and well, automation is going to kill jobs. Automation's not going to kill jobs. Automation's going to create jobs. Automation's going to create a higher paying jobs. So you said that that one of your former contributors is making roughly \$90,000

Harry Campbell: Well, he's not working for Walmart as a truck driver yet, but it sounds like that's one of the sought after sought after jobs.

Grayson Brulte: So if it's \$90,000 and those are long hours, Chris, crossing the country from distribution centers to super centers, so that same job in 90,000 and

when we go to automation, you are anywhere from one 50 to 175,000 you're not driving the truck, you're, you're going to a logistics warehouse where you will remote operate those trucks and wait for edge case scenarios. So you become a safety driver in a warehouse and then at five o'clock you go home and you have dinner with your family on Sunday, you can go to church with your family. And so you think about the family dynamic,

Harry Campbell: *Well there's obviously going to be less of those jobs, right? Overall. So are you saying that on an individual basis the job might be better or the pay might be better, but overall there's less net, I guess income. If you look at, you know, kind of before and after, right?*

Grayson Brulte: *Well I wouldn't say necessarily less net income cause that's sort of the what you're going to see the the, so now you're all suddenly were in these communities who are truck drivers live. You're going to have an increased amount of walls that will start to put all these little micro growth economies around the United States. And I think about all the jobs that's going to create. So you open up a new, a new hot dog stand and a new ice cream parlor, a restaurant. You'll start to create all these ancillary jobs, think about the economic stimulation that that will create and the positive impact that those will have on the communities. And then the positive impact that will have on the family dynamic. Cause truck driving is a very strenuous job and there are some, the hardest turnover, some of the hardest working individuals on the road.*

Harry Campbell: *Yeah. So let's talk, you know, I mentioned earlier in your bio that you work on public, I guess you're passionate and you work on public acceptance and adoption of autonomous vehicles. I guess that when I think of that there's, you know, Kinda the driver component which we just touched on. But also what, what does the public think about right now? What, what does the public think about autonomous vehicles?*

Grayson Brulte: *You see surveys that are in the public and then you talk to the public. Yeah, they're disjointed. Every survey that has been publicly released as it relates to the public acceptance and adoption of autonomous vehicles is false. Completely, utterly inaccurate because if you look at the serving methodology oh email and they never asked the crew the crucial question, have you ever been for a ride in a self driving car? That question is never asked where there's data that will be coming out. Hopefully in the coming months we'll counteract every single data point that's been made that the public is ready for autonomous vehicles and SAE has hosted a series of wonderful demo days around the country where they survey the public before*

and after the ride to gather their thoughts and feedback. It is the only time in history that the public has ever been surveyed before and after. They were in a self driving car and the the overall and over 90% of the public from these surveys say that they're ready and willing and wanting to tons vehicle. And one of the last demo days, we've had a comfortable 550 miles to go for a ride in a self driving car because they were so excited about the technology and they said, well, why can't this come to my community? Why? Why? Why will the the automakers, not me? Yeah, and that's the big issue. When you look at autonomy and you look at all these startups that are building autonomous vehicles, you look at the traditional OEMs in Detroit, they're both making a crucial, crucial, bad judgment call by not engaging in the public because you could have the greatest mousetrap, in this case, the greatest self driving car, and it can do circles around everything. It's guaranteed not to crash. It can get you, we'll guarantee you 99.9% of the time you'll get there. You'll get there safely. You're going to be able to avoid red lights because of all the AI and the feedbacks. One of the public doesn't want it. You're bankrupt.

Harry Campbell: Yeah! That's a good point because I think that, you know, we could probably spend hours discussing the actual technology portion of self driving cars, autonomous vehicles. But actually I've already done that in an earlier podcast with Tim Lee from Ars Technica. So if anyone's listening, they should go back and listen to that one. But I think that we should, for this conversation, almost assume that at some point a this technology is going to be here and be ready. Cause what's interesting to me, and it sounds like what you're working a lot on is okay, let's assume that that the technology piece, you know, they work out the kinks and figure out all the edge cases and you know that you don't run into tractor trailers anymore in a Tesla. Right. They figure all those problems out. It sounds like there's still some issues with, you know, maybe you told me, but maybe the person who you know doesn't like the thought of being driven around by a robot or whatever the common, uh, you know, whether it's true or false, but whatever their common reasons are for not wanting to take a ride in a self driving car. And once they do it though, they sort of say, hey, that actually wasn't so bad or that was a pleasant experience. Right.

Grayson Brulte: Well think about it. It's, it's for a lot of individuals and that's why voyage deserves all the, all the credit and the praise in the world. They're going to have a positive material impact on, on individuals lives where they're running around the villages. You're 55 and older.

Harry Campbell: Yeah. So why don't you explain just quickly.

Grayson Brulte: So voyage as a self driving car startup with an office in Palo Alto and currently operating in Orlando at the villages. Those is the largest retirement community in the United States for individuals that are 55 and older. Well, the villages is a colorful place to say the least. And they like to have a good time and enjoy their lives. And as we get older, your eyes start to get bad and you start your reaction times to go down. But yet in the villages there's everything and then there's golf, there's tennis, there's, there's Karaoke, there's all these fun activities and voyage will operate in Tom James, I've taken to all these things and they can still, they can enjoy all 35 miles of the villages and still have their freedom and they can go to their friends. And imagine when you take that out of the retirement community and you put that in the cities and you and I have to go to a business meeting or we're going to meet up with our wives for dinner, we can just happen in autonomous vehicle. And you know exactly when you get there or if there's an person who's widowed. Yeah. And they're afraid to drive because their significant other is no longer here. And they can, you know, go to the store, go to the market. Because when you look at those elderly individuals, and this really ties into your world more than my world is that if he can buy him, I said, well, will you use an Uber Ola? No. I said, why not? You know, I was down at the club house and Sally told me that a driver beat up a guy and she saw it on the news and attack this and there's something, they fear that there's this, there's a fear of driver for elderly individuals is when they, when they get together and they start gossiping and Yapping and they won't go in it and they'll still use a traditional taxi because in their eyes they view it safe or where the media plays this villain role of villainizing, Uber and Lyft because there's an outlier case. But imagine if that happened in taxis. Yeah. How many outlier cases would be in taxis, but there's just, they have this arrow on their back. That's completely false.

Harry Campbell: Well, what do you think, the challenges that autonomous vehicles are gonna face then? I mean, obviously Uber and Lyft, like you said, you know, I think that they definitely get beat up a lot in the media, but it's also because they're big and they raised billions of dollars. And you know, when journalists write about it, it gets click. People want to know about it. Right. I don't think that, uh, if they, if there was a fair, similar amount of coverage of taxis, I don't think people would care or want to read those articles. What are some of the challenges to kind of public what's the biggest challenger to, to public adoption of autonomous vehicle?

Grayson Brulte: Those are the biggest, the biggest challenges is fake news. It's a real, it's a really big issue where these articles were written about the vehicle did this or vehicle to this and it's not necessarily true or there was an incident. And once we can get around that narrative and start getting a real narrative, then we really have

to get the public in there to experience it. Because once the public experience arrive in the vehicle,

Harry Campbell: Well, how scalable is that? Right? I mean, how scalable is having everyone take a first ride free or whatever it might be in a ton of.

Grayson Brulte: It's, it's very scalable when you look in in certain geographic geo-fence markets. So if you look at Miami Day county or you look at LA or you look at Austin or Dallas or one of these larger metropolitan markets, there's a huge opportunity to start to engage them. We could be 10,000 people, 1000 individuals, smaller groups, and then they start to bubble up and you ha, you have to go to where the individuals are. And it's very important when autonomy rolls out that it doesn't roll from the east coast to the west coast. Some of the greatest needs for autonomy are Aron or rural America, and it's very important. It'd be very important for the industry not to forget rural middle America that really needs this technology. There's you and I live in cities and so there's very short distances that we have to go to get somewhere. But in rural America, to go to a doctor, you'd be 2030 40 miles.

Harry Campbell: Yeah. Well, I guess what I would push back and say, you know, there's a reason why Uber and Lyft and frankly lots of other, you know, ride sharing car sharing companies, they launched in San Francisco, they launch in LA cause there's a lot of demand in those places. So are you suggesting that the autonomous vehicle companies, it won't make business sense to launch in big cities or that they should just consider launching in other places too? If you.

Grayson Brulte: It makes sense to have a diversified strategy, it fundamentally does not make sense to launch in San Francisco, the regulatory environment and the tax environment. Okay.

Harry Campbell: So cause you haven't mentioned Florida a couple times and I know you actually recently moved to Florida. So I'm assuming business is good there and that they're either more open to, I guess, what would you call it, regulatory something in Florida. But basically it sounds like they're a autonomous vehicle friendly state. Is that, is that right?

Grayson Brulte: It's really friendly state. And on Wednesday, governor Rhonda Sanchez will sign the latest autonomous vehicle bill, which I believe will lead the way to Florida becoming the mobility capital of North America. Florida is getting government out of the way and allowing entrepreneurs to innovate and create really meaningful services. And I believe in it so much. I moved my family 3000 miles to the,

to Florida because I believe that that's where the market's going. Because when you're, when you're operating in a regulatory environment where you're not welcome and you have politicians that are putting booby traps up and roadblocks every time that you come out with a new service and then they try and ban it, think about what are your, what are your policy and regulatory costs? If you noticed that Uber's policy team is very large, Lyfts team is very large. All of these stars, they have to have policy guys to deal with all these road hurdles in the state of Florida. You don't have to have that large of a team and think about what that with that reduce your costs.

Harry Campbell: Yeah. Well, I think from the company's perspective, obviously that's attractive because you can kind of focus your resources on the, on the core product, sort of what matters to you. But I also would say that, you know, the regulators are typically there for a reason, right? So are you kind of saying that there it's best in a, you know, more mild regulatory climate or that there should be no regulatory?

Grayson Brulte: Yeah, you have to have, you have to have some form of, there's good regulation and there's bad regulation, but California's done to the autonomy is bad regulation

Harry Campbell: So what has California done? Like what's one example of what California has done in Colorado, California?

Grayson Brulte: Cause as they've created the in famous disengagement reports and look at all the false, misleading narratives that this engagement reports have led to. Now if you go on the DMV website, yeah, they're buried. They're not there than that. They're front and center led to all these misleading headlines. The only reason why California has as many AB startups as they do is because the talent's here and the engineers want to live here. The business, the, the individuals running the business side of the companies want to move their businesses to Florida and hopefully I can convince them with other to move their businesses to Florida. And you're seeing a lot of advantages happen there. So if you're, if you're running the rideshare company, which you run and they say, oh Harry, you guess what? We're going to put 100% tax on podcasts and then you're going to have to report all this and you're going to have to report all that. I think I'm going to have to pay this tax and do this and put all this back to their parents. It's not financially feasible to you to run that business. And in the state of Florida, I said, Harry, come down, be an entrepreneur, invest, invest in the state of Florida, create jobs, we're going to remove all the old regulatory hurdles and we're

going to allow you to operate your business within, within the legal guidelines stuff on the state. Yeah. Where are you going to go?

Harry Campbell: *Probably Florida if I'm the business owner. Right. And I mean, I think that makes sense. And of course, uh, you know, with everything, everything going on. I mean, I guess my question is as it regards to sort of the business side of things, I mean, this is like a hot topic, right? Autonomous Vehicles, you know, I think that it seems like, I don't, I've seen how regulators interact with rideshare and like frankly, I don't think they understand it very well. Autonomous Vehicles is a lot more complex and so I would imagine that if they don't understand rideshare too well, they probably are struggling even more with that. So it seems like the kind of Goto move as you're spending, maybe it but there are some states that are taking a more measured approach.*

Grayson Brulte: *The go to approach for as it relates from a policy standpoint for autonomous vehicles has been to pass an autonomous vehicle bill. Have your, have your governor sign it because you're cool if, and they view being cool and being innovative by passing an autonomous vehicle bill New York pass an autonomous vehicle. Go thought that they were doing, being very friendly to innovation. It was one of the worst bills passed in the United States for I'd have to go. So you have to follow a route with the state and you have to pay overtime to a state trooper to escort that vehicle. Do you know how many timeless vehicles are operating in the state of Florida? I'm sorry, in the state of New York.*

Harry Campbell: *Zero. So maybe too strict and harsh there. I'm curious to get your thoughts. I've sort of seen this discussion in the past, the stat thrown around that, you know, there are 30 to 40,000 people killed every year by automobiles. And obviously one of the positives I guess, that people look through to our are towards autonomous as they can reduce that number. So we had this big public, you know, unfortunate deaths in Arizona that I talked about earlier. But I guess I'm curious to know your viewpoint on this is that, you know, like what do autonomous vehicles kind of need to be safer than the existing alternatives before they can become widespread or you know, like should that be the comparison or should there just be complete safety before they ever even hit the road and no one can die in autonomous vehicle period?*

Grayson Brulte: *They know they will be safer because we have a national epidemic in this country called distracted driving.*

Harry Campbell: *I agree with you on that. I think that I think that autonomous vehicles will 100% be safer than, you know, like your average driver because we both*

live or I live in Los Angeles. You just moved from La and just, you don't need a bunch of data to just look around and see how many people are texting, doing their makeup and just driving like maniacs periods. I think that without a doubt autonomous vehicles will be safe. I guess I'm just really curious in learning more about how we get there. Like, I could imagine that, hey, is it okay? Basically like, to put it bluntly, is it okay for an autonomous vehicle to kill one person, you know, in the development phase if it can eventually save 40,000 lives a year. Right. Cause there's sort of some that say these things need to be as you know, you know, as safe versus, you know, completely safe.

Grayson Brulte: *It's, it's not good to kill anybody. Yeah. Obviously it's important to keep in mind is that when any new great technology comes out, there will be very, very, very high highs and very, very low. So, and it's very important as we look to history as our guide for this. If you look at through the, the ups and the downs of the Wright brothers, they've had, they had a very famous crash where they were on a plane. They, they crashed in the field. We lost the gentleman. The first person to die in a plane crash was down within a colonel Selfridge. Colonel Selfridge was not supposed to be that passenger. If you knew who that passenger was supposed to be, the president, Theodore Roosevelt, the president of United States. But he said, no, no, no. Because the colonel served great in the war and he was given that opportunity as for the great service so we could have lost the president of the United States, Teddy Roosevelt and the first airplane crash. But did, did we stop at that one accident with, with that horrific outcome to stop the evolution of flight? No, we, and don't forget, Orville never flew after that. He was so badly injured that we never stopped. Wilbur kept going. I mean, I guess I don't know what half to keep going.*

Harry Campbell: *Yeah. I mean, I don't know what the right answer is, but I guess like, like you're saying like there's going to be speed bumps along the way and I just don't think, I haven't seen anything that convinces me that like, yeah, okay. If someone unfortunately passes away, you know, in autonomous vehicle accident, but this means we're going to save 30, 40,000 people a year in the future. Like that seems like, I think like most people would if you could like look at that in 20 years and look back and be like, yeah, we saved 30 to 40,000 lives a year, but there were some people who died, you know, that would make sense. But when those incidents do happen, like I haven't figured out the best way to kind of rationalize that. Right. Cause obviously that's still, you know, very sad that someone, and you know, if those ton of his vehicles never would existed, then I don't, I don't know. I haven't found the best way to balance that.*

Grayson Brulte: Well, we'll look it this way. How many people died in an automobile accident? They were true by human. Yeah. Yeah. I know.

Harry Campbell: I agree. But, it's, it's interesting to see what you're doing with a lot of the public demo days and the acceptance and kind of working with the companies. Obviously you moved to Florida, so you kind of put your money where your mouth is. If people want to learn a little bit more about your work or what you're up to, where, where should they go?

Grayson Brulte: Follow me on Twitter @ gbrulte.

Harry Campbell: Cool. Yeah, we'll leave a link to that in the show notes. I know you've got a Youtube channel and a couple of other things, so if you want to share links to any of that, we'll put that up in the show notes. Awesome. All right grace and thanks for coming on. Thanks Harry.

Outro

Harry Campbell: All right, big thanks to Grayson for coming on the podcast and I think one of the things I appreciated most about his viewpoint is that sorta like I mentioned in the intro there, there's certain topics, you know they get covered in the media a lot and typically, you know, when it comes to autonomous vehicles, typically it's around the technology and you know what the big companies, the car companies are doing. But it's interesting to see just all the people that are really kind of working behind the scenes in the autonomous vehicle industry to sort of really improve this technology, bringing it to more people. And really just understand all of the other industries that it might affect. So that's why you know, one of the reasons why I'm so interested in autonomous vehicles, I think they're going to have a big impact obviously on rideshare drivers, but also other areas of mobility and just society at large.

Harry Campbell: So I think we're still in early days, the infancy as Grayson put it, but really excited to kind of keep an eye on this, in the future. So if there's any topics around autonomous vehicles that you want to hear, definitely don't hesitate to reach out to me. You can find me on Twitter @TheRideshareGuy on Instagram @therideshareguy. Basically, if you just type The Rideshare Guy into any search box connected to the Internet, I should pop up and if I don't, definitely let me know so I can make that happen. All right, another, thanks to our sponsor, Zum for drivers. You can actually triple your ride sharing pay Zums as the drivers actually average \$32 an

hour and many make \$750 plus a week. You can work when you want. Get repeat rides and drive only on weekday mornings and afternoons as a rideshare service for kids. So very unique and cool model to see. Apply to drive @therideshareguy.com/zum and as always, you can contact me if you have any questions. Email, social media, you know how to get ahold of me. Thanks for joining me on today's ride and we'll chat again next time.

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