



CANDIDATE QUESTIONNAIRE

Name: Charlie Michelson
Age: 48
Family: Morgan (Partner), Children: Layla (14), Fiona (6), Eli (18 months)
Hometown: Oakland
Lived in Oakland since: 1970 (4 years away in college)
Education: BA, Administrative Studies UC Riverside
Occupation: Not Working / Sabbatical
Employer: None
Political experience: None
Notable affiliations:

1. What do you see as the greatest challenges when it comes to providing residents with a livable, affordable and safe community?

Oakland has a great many challenges. These include lack of affordable housing, homelessness, inefficient city services, and inadequate fire protection. We also need better paying, good jobs for many struggling Oaklanders.

The biggest challenge to providing these is a City Council where our leaders are working against each other, mired in personality differences and not putting the needs of a majority of our citizens first when it comes to unified decision making.

2. What is the biggest opportunity for your district or city during the next four years?

We have the opportunity and the absolute necessity to improve our roads, enact better fire safety, and make a huge dent in the homeless issue if we have the right leadership on council.

3. Describe your commitment to your district or city leading up to your bid for office.

Oakland is in my DNA. I'm a third generation Oaklander, born and raised here in District 4, with a real passion for this city and its people. My grandfather worked for Payless in Oakland, and my parents met as young reporters at the *Oakland Tribune* in 1967.

I attended Oakland public schools, and after college, I came back to Oakland and worked at a ship supply company in West Oakland. I worked incredibly hard and earned an ownership interest in the company. I helped expand the business to 4 new locations, keeping our corporate headquarters in Oakland and creating hundreds of jobs in Oakland over 25 years. I sold the business in 2010 to the world's largest ship supply company, and became the COO of Wrist North America, overseeing 12 locations and 420 employees in the United States and Canada.

While I was running my successful business, I have also been dedicated to serving Oakland for 10 years. As a board member for the East Bay Agency for Children, I've worked to improve Oakland-based youth services. As a board member for the Oakland Feather River Family Camp, I've helped increase outdoor recreational opportunities for underserved Oakland youth. And as a supporter and funder of the Oakland Promise since its inception, I've been proud to help provide scholarships to disadvantaged Oakland youth, to help them attend the University of California.

4. Silicon Valley and the Bay Area are at the center of global, technological advancement. How do you see technology's role in changing the lives of both longtime residents and transplants?

There is a dichotomy when it comes to the impact of technology's role in Oakland. It is positively changing the composition of our city with many new residents and families, yet has the negative impact of displacing long time residents who can no longer afford the cost of housing. What seems to be missing from the picture is a

the local jobs that we need here in our city. It would be great to have more satellite offices/HQ's here, to both increase the tax base, get technology workers out of their cars, and increase employment opportunity for local residents.