

From: [Michelle Cardinal](#)
To: [Council Clerk – Testimony](#)
Cc: [Jessie Burke](#)
Subject: I Support Mayor Wheeler's Homeless Plan
Date: Tuesday, October 25, 2022 6:04:22 PM

Dear Mayor Wheeler and City Council Members

I sat on the board of Central City Concern for over five years, working to help those in need find homes, medical/mental healthcare and jobs. I am very proud of the work I did at CCC, and will continue to support that organization. However, last year I decided to resign from the CCC board because I did not think the powers that be in Portland or the County were willing to do what it takes to make a dent in this issue. Despite the efforts of many fine people, even as funding for homelessness has increased dramatically at state and county levels, the problem continues to worsen in Portland making it an unlivable city. It defies logic and is demoralizing to those of us who have worked so hard to make a difference.

Finally, I'm seeing what could potentially be a big step forward and I applaud Mayor Wheeler's effort to push through a new homeless plan. As his plan has acknowledged our city needs **both** affordable housing and homeless shelters to deal with the sheer largess of the problem. We also need to push aside needless and oppressive city codes that create obstacles, so housing can be built quickly and affordably.

When I started my advertising agency in Portland in 1998, it was a beautiful, fun, quirky, safe city that everyone wanted to move to and visit. Since then, our city's reputation has gone down the toilet. At Rain, we have 300 employees nationwide and **had** over 150 employees located Portland Metro area. Now we have less than 120 in Portland area (and shrinking) with many of our employees leaving Portland because of the unchecked homeless problem. And our clients no longer want to visit and spend money shooting commercials in Portland due to Portland's poor reputation. Because of this we have downsized our office footprint in Portland by half, and we are not alone. Many companies are uprooting and leaving the city for the same reason.

I implore the City Council to **come together and support the Mayor's plan**. There are two things that are possible at the same time. Caring for those in need and providing a clean and safe city for everyone to prosper.

Sincerely,

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