

4 3 2 1 0

DRIVING FORCES

- X → - Strong motivation to change current system
- X → - Comprehensive campaign platform
- X → - Lifetime Michigan resident
- X → - Critical lens on Ann Arbor
- X → - Known professor at UofM
- X → - Campaign wealth/funding
- X → - Motivated volunteers
- X → - Support from community members who know Justin
- X → - Community values looking good

Restraining Forces 0 1 2 3 4

- Lack of name recognition ← X
- Overly-academic campaign jargon ← X
- Recent Washtenaw County resident ← X
- Known professor at UofM ← X
- Lack of funding ← X
- Largely volunteer-based organizing ← X
- Running against an incumbent ← X
- Significant block of wealthy voters w/ fiscal conservative views ← X