

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
- Overly-academic campaign jargon
- Recent Waukegan county resident
- Known professor at UofM
- Lack of funding
- Largely volunteer-based organizing
- Running against an incumbent
- Significant block of wealthy voters w/ fiscal conservative views