



How We Roll

RESPECT In our thoughts, words, and actions we cultivate a sense of respect. We respect one another on this team. We respect every individual we encounter on this campaign trail, including our competitors. The better we hold up this value among ourselves, the better it sets an example for other campaigns and the community at large.

BELONGING Let us build a campaign team and a coalition of supporters that kindly embraces and reflects every aspect of diversity in our community. We will honor this value not just in our makeup but in our practices, as we proactively work to include people of different backgrounds and viewpoints in every major decision, and maintain a sense of welcome to all.

TRUTH Honesty is in our nature, and it is one of our greatest means of restoring faith in our democracy among everyday residents and building a city rooted in trust and faith in our beliefs. Internally and externally, our effort will be characterized by fidelity to the truth.

TEAMWORK We are all working in service of our city. In moments of disagreement, the temptations of pride and ego will arise. Rooted in our mission, let our common purpose be a touchstone as we foster a climate of trust and mutual respect.

BOLDNESS We will not hesitate to take bold stances and to accept risk in the defense of our values. Our respect is reserved for people, not for conventions. We accept no truisms without questioning. The spirit of originality will create the pressure and permission for us to do things not done before, to stand out from the crowd not by waving our arms for attention but by the fact of being different.

RESPONSIBILITY The conduct of a campaign can be as influential as its outcome. Everyone on this team has a responsibility to live up to our values, and every participant—volunteers and candidate alike. When there is a mistake, we take ownership, learn, adjust, and move on. Missteps are inevitable and we always support each other. We own our choices and our work.

DISCIPLINE Through energy and determination, we will handle our resources with the stewardship they deserve, mindful that this campaign is fueled by the gift of other people's time, money, relationships, and reputations.

JOY Amid the great challenge we have accepted, we will be joyful. Along the way, we will all get many opportunities to lift one another up and lift up those we encounter.