



*Northwestern University
Business Advisory Committee*

The Brown Perspective

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The Brown Perspective

- **Problem**
 - **Congestion**
 - **Modal Capacity Constraints**
 - **Infrastructure Challenges**
 - **Operational Inefficiency**
 - **Environmental Degradation**
 - **Policy Gridlock**



The Brown Perspective

- **Solution**
 - **8 Ideas / Concepts**



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The Brown Perspective

- 1. Elevate the Issue**
- 2. Create a Comprehensive PLAN!**
- 3. Increase Dedicated USER Fees**
- 4. Increase Capacity Efficiency**



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5. Leverage Technology

6. Virtual Infrastructure Enhancement

7. Encourage PPPs

8. Increase Modal Capacity



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- **Rationale**
 - **Economic Competitiveness**
 - **Spiraling Effect**
 - **Cost of Inaction**
 - **Time is Now!**

