



*Northwestern University  
Business Advisory Committee*

# The Brown Perspective

Tom Jensen  
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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**



# The Brown Perspective

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



# The Brown Perspective

**5. Leverage Technology**

**6. Virtual Infrastructure Enhancement**

**7. Encourage PPPs**

**8. Increase Modal Capacity**



**WE ♥ LOGISTICS™**

# The Brown Perspective

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

