Note to professor: In your review, if you have a chance, please let me know if the steps for each solution are appropriate; i.e., some bullet points are not steps, but rather benefits.

Problem:

In today’s market, the business activity in the Seattle area is booming. The problem is that traffic congestion on 520 is creating excessive commute times for those who travel across the bridge, between Seattle and Bellevue.

Solution:

1. In efforts to increase traffic bandwidth, widening the bridge could save costs. The existing bridge will not have to be torn down and it could be utilized in several ways.

* A tolling mechanism can be installed to help fund the building of a new and more accommodating bridge.
* The existing bridge could potentially be a basis for all geo-technical works that need to be rendered for the new addition.

1. By raising the toll rate to cross the bridge, commuters will naturally tend to look for alternative measures for their daily commute. Some options include the following:

* Commuters will switch their route
* Commuters will utilize other means of transportation
* Commuters will find ways to work from home
* Commuters will move closer to their place of work.

1. Building a light rail system would be a way to provide fast, economical transportation and greatly reduce the number of single commuters on the 520 Hwy. Steps to create such an undertaking are:

* Look at other city’s portfolios that have installed successful public transportation
* Conduct a feasibility study
* Look for public approval
* Hire an architectural and engineering firm to draft up prints
* Hire a construction management group to perform the build of the new transportation system
* Construct a maintenance program for the life of the system

1. Creating an incentive to have businesses allow their employees work from home. Some impacts and benefits of this solution are:

* A cost that can be consumed by the lack of a need for aggressive road maintenance.
* Reducing the traffic will reduce the need for costly pre-mature road maintenance and increase commute times.
* Possible increases in innovation activities as productivity is likely to increase.

1. Creating incentives to carpool would help with the following:

* Reduce the number of vehicles on the road
* Reduce the cost to maintain the highway
* Reduce the commute times.
* Reduce the need for additional tolls

CONCLUSION

While incentive programs are least costly of all possible solutions, public opinion will need to be accounted for. A large number of solutions will involve inconveniencing the tax payer, burdening them with higher taxes, or dislocating them. No action can be executed without a public vote on the matter; therefore, whatever proposed solution is accepted by the people the dollar value of each option must be disclosed as information to the general public.

Problem: patent infringement

Audience: General Patent Applicant

Solution:

* seek out existing patents
* seek patent generation
* buy a license
* launch a different business
* petition for additional legislative action
* avoid patent infringement by utilizing different technology

Problem: patent infringement

Pamphlet – delivery mechanism.

Audience: Patent Applicant

Solutions:

* Putting a cap on available damages for a lawsuit – 3xs the amount of what you’re sued for.
* Offer immediate stock options for competitors.

Problem: patents are very general

Solution:

* Make your patent more specific

Steps

* Higher a patent attorney… steps to take to do this. Progressive Level of Disclosure.
* Make yourself more aware of legal ramifications.

Scenario

1. What is your topic (it’s the same topic as your position paper topic)? Topic is not the same. I’ve decided to go with a new topic of traffic congestion on hwy 520.

2. Briefly explain what is the problem within this topic area? The problem is that traffic congestion on 520 is creating excessive commute times for those who travel across the bridge, between Seattle and Bellevue.

3. Who is your audience that has this problem? Local commuters between Seattle and Bellevue

4. Who are you, as the author of the solution? That is, since you’re going to offer a solution to this problem, why are you a credible? Someone that your audience would trust? Make up your role in this scenario so that your authorship carries clout. – I’ll take the role of the governor.

5. What is the usual delivery mechanism for delivering a solution to this problem to your audience? Examples include web site page, newspaper/magazine article, handout of some sort, formal report, letter, memo, …. Delivery mechanism will be a letter. (I’m thinking something to be read to the city’s inhabitants via a public address).