

The rising levels of congestion and air pollution found in most of the world's cities can be attributed directly to the rapidly increasing number of private cars in use. In order to reverse this decline in the quality of life in cities, attempts must be made to encourage people to use their cars less and public transport more.

**Discuss possible ways to encourage the use of public transport.**

Traffic has been recognized as the chronic headache that metropolitans have been facing during the last half century across the world. Concerned with ~~its'~~its severe adverse consequences such as air pollution, **authorities** have taken several measures to slow down or stop the trend by encouraging public transport. In this essay, ~~we-~~I will discuss a few of those initiatives.

Financial motivations can always stimulates people not to use their own car/discourage people from using private transport. Everyday every day, people living in large cities have to budget quite a considerable amount for their daily transportation costs, so it would be highly appealing if they could reduce it to much lower amounts. The less they can spend on transportation, the more they can allocate to their other expenditures. Therefore, most of the time cheaper public transportation can convince people to use buses or the subway instead of their own private cars. At the same time, officials should pay enough attention to the quality and accessibility of the public transportation. These two criteria also play a significant roles in individuals' preferences ~~to-for~~ public transport. Some may choose to drive their own cars because of ~~its~~their comfort even at the expense of higher fuel costs, hence the necessity of considering all three factors of price, comfort and frequency together at the same time.

Moreover, I think, governments can even go further and devise some rewarding plans to motivate people not to use their private cars. For example, I may recommend ~~to~~ introducing some bonuses of free tickets or subscription for those who have consumed a ~~determined-defined~~ minimum of fuel volume every month; these people would be entitled to buy tickets of buses, trains or metros half price or subscribe to ride public transports modes free of charge for 3 months in a year. In addition, what constantly matters ~~for-to~~ citizens in their daily commuting is speed. They always prefer to travel with faster vehicles to save their time, so it must be duly regarded by officials when they invest in new railways or infrastructures.

All in all, I believe that we should not allow technological advancements such as car mass production to ruin our environment and should utilize all the sources and take all the appropriate measures to control the circumstances in the best way.