

**Car ownership has increased so rapidly over the past thirty years that many cities in the world are now “one big traffic jam”.**

**How true do you think this statement?**

**What measures can governments take to discourage people from using their cars?**

Over the last decades, traffic congestion has been one of the major issues in many big cities. Although this problem is a confluence of various matters such as poor road conditions, overpopulation and inadequate commute facilities, the pace of the increase in the number of the personal cars is considered the main culprit of this situation. Thus, some urgent proceedings by officials to address this issue are seemingly ~~are~~ unavoidable like convincing people to use public transportation rather than their own cars.

Firstly, as the obviously important measure, rising investments in common commute can be taken into consideration to provide the high-quality services with the persuasive fairs-fares to encourage people to use them and leave their cars at their garage.

Moreover, promoting society's awareness can be the next step which should be about the benefits of public transportation and how it can lead to decreasing the volume of traffic, thereby reducing air pollution.

Another extremely effective initiative is encouraging employees to carpool. This approach can be achieved by media and advertisements. Therefore, it can cause ~~to~~ the reduction of car users. Furthermore, corporate conveyance facility can be an eminently reasonable procedure. For example, by dispensing some practical incentives to the corporations like subsidies to buy appropriate vehicle for this purpose, not only can it cut traffic jams, but also, no longer do workers waste their time in clogged streets, so they can have more time to spend with their family.

Consequently, whereas the traffic situation needs collective action from individuals, companies and governments, the authorities' contribution is markedly high to convince people to alternate the use of personal cars with public transportation by provision of mass transit. Subsequently, inter-urban travels will less likely occur, if they ascertain fairs-fares are suitable.