

As cities become more crowded and cars increasingly fill streets and highways, people believe that municipalities need to work harder to promote the use of public transit such as buses, trains and subways. In many cases, though the cost of doing this is too high or the public interest is too low. What can local governments do to make public transportation more attractive to residents?

How can they fund these public transportation system?

Over populated cities and increasingly blocked streets, filled with private cars, have brought many minds to the emergence of an essential need of public transportation. However, there are some obstacles in ~~this~~ between preventing more usage of public vehicles, two of ~~the~~ most important of which are high expenses for promoting this system and lack of interest from people side to use it. In this regard, I believe that governments could attract citizens through different advertisements or special offers. Besides, the cost can be substantially covered by tax income imposed on urban sprawl or by high way traffic toll.

Advertisements can always play an auxiliary role when a municipality wants to set a new culture for its citizens. In past decade, there was a time that seatbelt fastening became mandatory, but despite the privileges of this regulation to individuals, they mostly refuse to obey this newly laid down law. Therefore, the then mayor started a broad advertising through different channels such as TV commercial breaks, radios advertisements or even huge billboards on highways. Gradually, it shows its impact on people, especially children who have become a private cop in their family and even if their parents were neglecting the laws they were remarking them. Furthermore, putting some special offers on the market could appeals to people substantially. For instance, if a commuter finds an offer far cheaper and safer than bringing his own car, he would consider it as a way to saving more money. Little by little, it would become a habit when people experience the pleasure of seating in the train taking a nap or reading a newspaper while they are on the way to their destination.

On the other hand, for addressing the financial issues, the authorities could impose some tolls on certain roads, which can kill two birds with one stone, since it not only decreases the number of personal cars in these roads, also gather a considerable budget for providing better transit amenities. In addition, imposing tax on other pollutants ~~urban sprawl~~ could also bring

some revenue to the mentioned budget and reduce the air pollution simultaneously.

In conclusion, a government should inform people about traffic congestion issue and ask them to tackle it by using public transportation for their own good. At the same time, highly standard public transit infrastructures must be provided. In the long run, people would definitely choose public vehicles if they find it more affordable and convenient.