

**Project Milestone 3- Is the U.S. Public Transportation System Struggling?**

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## Is the U.S. Public Transportation System Struggling?

### What is the problem being Addressed?

In this project, the problem being addressed is to combat the media's claims that U.S. public transportation is facing a slow death. The Media has been portraying public transportation badly, stating that public transit funding must be reduced and that it is not worth the investment.

### Approach for this Milestone

In this milestone, the external campaign starts with a blog post. With the assumption that the target audience doesn't know much about the subject area, visualizations that can be easily interpreted, such as bar charts, Donut charts, Line charts, and Maps, are used in the blog. Also, Annotations are included in each visual so the key takeaways are communicated clearly.

### Overall Findings

Analysis of the passenger traffic and revenue trends over the past few years suggests that public transportation in the U.S. has been struggling overall, except for regions like New York City, Washington D.C., and Boston. The Pandemic accelerated the decline due to the social distancing measures and the fear of the virus spreading. However, as the Pandemic is now in the rear, passenger traffic and Fare revenue are recovering slowly post-pandemic. ***To summarize, public transit is struggling post-pandemic and making a recovery, but it is not dying like what the media is trying to project.***

Also, there are many compelling reasons why investing more in public transit is essential. The number of seniors who are significant public transit users is expected to increase by 70% in 2060. As the already crowded Urban cities keep growing, traffic congestion may be a huge problem. The federal funding budget for public transit needs to be higher than that for infrastructure funding. For instance,

the public transit budget is about one-tenth of the highway funding in states like Florida and Texas.

Without enough funding, the public transit system may continue to struggle in the future.

#### **How the blog post different from the previous presentations:**

During the last milestones, as the target audiences were experts in the subject area, the presentation focused more on discussing the current struggling phase of Public transportation and how to improve the situation. Also, opportunities to increase the revenue by expanding to inter-city services were discussed in the previous milestones.

However, in the blog post, the focus was more on explaining the current situation to the public and then moving on to convincing them why public transportation is necessary. Though some visualizations were reused from previous milestones, they were presented to the public in a different way to explain the perks of using public transit and how it can benefit the future changing demographics and be more economical.

#### **Ethical Considerations:**

The project aims to improve the current public transportation system and does not suggest replacing the car industry, which is unlikely. The Auto industry in the U.S. is vast and employs thousands of people. Hence, care must be taken while promoting environmental awareness about the hazards caused by cars and automobiles.

The discussion of road casualty statistics must be dealt with care and compassion as they represent the number of people who lost their lives.