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3-Minute Story:

After the 2008 recession, the US economy has recovered strongly, but the effects were not experienced equally across this country. The West coast, East coast and urban areas in general have thrived; other regions are still struggling to recover. Post-recession, traffic has grown immensely in the Bay Area as people flock there for work opportunities. These travelers and new residents support the local economy. However, many communities outside tech and commerce centers like the Bay Area have been left behind in the post-recession rise.

We believe the metric of traffic volume captures the return of activity and life to a region and the lack of recovery in some regions in the US. The slow recovery of traffic outside of commerce and tech centers signifies that these areas have not truly recovered from the Great Recession. Future efforts to stimulate the economy need to be structured to support growth across the nation, not just in tech hubs.

Big Idea:

The slow growth of vehicle traffic in some regions of the US show that this country did not recover from the Great Recession uniformly.