

**You're not *stuck* in traffic.
You *ARE* the traffic.**



Ten minutes into the latest traffic jam and you start wondering: *Who are all these people? Where are they going? Why are they all on the road at this time of day (night)?* We all do that.

But when you stop to consider that *you're* one of those people, too.... well, that puts a different spin on things, doesn't it. Isn't it time that we stopped blaming the other guy? Isn't time to really **DO** something about traffic other than complaining? Isn't it time to start driving less?

Walk to the store. Walk to lunch. Pretend you're a tourist and ride the metro rail. Because every mile that's *not* driven, helps.

All of us got L.A. into this (traffic) jam. And we're the only ones who can get it out.

**Help L.A. get out of this jam.
Drive Less.**

This message has been brought to you by Wilshire Center's *Cool District* with the help of Green and Beyond. The Wilshire Center Business Improvement Corporation (WCBIC) has been working to improve the community for the past thirteen years. We've come a long way over the years; the present is good and the future is bright. And we're working to make it even brighter. Wilshire Center members have pledged to reduce the district's emissions of carbon dioxide (CO₂), a global warming gas, by 2% a year for each of the next 40 years.

Wilshire Center occupies 2 square miles, is home to 1,000 retail businesses, over 50,000 residents, employs over 30,000 people and hosts thousands of visitors.