

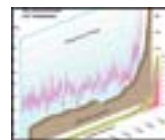
And they're off!



Vehicle Miles
Traveled



Gallons of Gasoline
Consumed



Global CO₂
Levels

Where they'll stop, only you know.

In a country that has more registered vehicles than registered drivers, it's not surprising that we're driving more than ever. Cars and light trucks accounted for over 92% of the *4.88 trillion* US passenger miles traveled in 2005. From 1995 to 2005, annual average vehicle miles increased more than twice as fast (2.1%) than our population did. Numbers like these are why the transportation sector contributes about one-third of total US greenhouse gas emissions, and why passenger vehicles account for 62% of *that* – more than planes, trains, ships and other vehicles.

But here's the good news. Most (71%) of the miles we put on our cars are for social, recreational, family and personal business, *not* commuting to work. That means we can reduce those miles, because we have choices. We can combine errands and make purchases at just one shopping center or district. During the week, we can choose to walk to lunch, or take mass transit. We can with friends to events. At the very least, we can drive fuel efficient cars that produce fewer emissions per mile, for those times when we just have to drive.

It's time to put the brakes on climate change.

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.