



January 13, 2015  
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## PRESS RELEASE

### Foothill Gold Line Launches Redesigned Blog with Dedicated Community Section: “Where Will You Ride?”

**MONROVIA, Calif.** – Today, the Metro Gold Line Foothill Extension Construction Authority announced the launch of their redesigned blog “[iwillride.org](http://iwillride.org),” an online property of the Construction Authority used to provide the Foothill Gold Line news to community stakeholders and to share community comments.

The blog was first designed and launched in 2008 as an advocacy tool by Mt. Sierra College students wanting to build a coalition of fellow college students along the Foothill Gold Line corridor who supported funding the light rail line to Montclair. The students designed the initial site and then built grassroots support for the campaign, including signing hundreds of students up that pledged “I will ride!” Students also coordinated and spoke in support of project funding at local press conferences and at several Metro board meetings in 2008 and 2009. In 2009, the Mt. Sierra College students asked that the Construction Authority build on their efforts and maintain the site moving forward. The site has continued to play an important role in the agency’s communication program ever since.

“Today, nearly 2,000 project stakeholders regularly receive updates on the Foothill Gold Line’s planning and construction using [iwillride.org](http://iwillride.org),” said Lisa Levy Buch, Director of Public Affairs for the Construction Authority. “What the students started, we have been proud to continue and expand to meet the changing needs of our stakeholders.”

The redesigned blog provides the latest news posts, construction and project pictures of the week, links to the Construction Authority’s Twitter feed and to the agency’s Facebook and YouTube pages; and now includes a dedicated community section “Where Will **You** Ride?” that encourages current and future riders to share the destinations they will travel to while riding the Gold Line. The “Where Will **You** Ride?” page can be accessed through [www.iwillride.org/where](http://www.iwillride.org/where) or directly at [www.wherewillyouride.org](http://www.wherewillyouride.org).

“Although we are several months from completing the next 11.5 miles of the Gold Line light rail system, from the existing Sierra Madre Villa station in Pasadena to the future APU/Citrus College Station in Azusa, the excitement in the community for the line’s opening is very strong,” added Levy Buch. “While we all patiently wait for passenger service, the new blog page provides a fun opportunity for people to share that excitement and their future plans.”

Developed by Pasadena-based Pasadena Advertising, the new blog features a responsive design that adapts the content and layout for mobile, tablet and desktop browsers, ensuring an optimized viewing experience across devices.

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**About the Foothill Gold Line** – Planning, design and construction of the Foothill Gold Line light rail system is overseen by the Metro Gold Line Foothill Extension Construction Authority, an independent transportation planning and construction agency created in 1998 by the California State Legislature. The agency completed the first segment of the line from Los Angeles to Pasadena in 2003 on time and under budget. The second phase of the project is planned in two segments – Pasadena to Azusa and Azusa to Montclair. The Pasadena to Azusa segment is fully funded by Los Angeles County’s Measure R and is on budget and on schedule to be completed in late-September 2015 when it will be turned over to Metro for pre-revenue service. Metro will determine when passenger service begins on the line. The Azusa to Montclair segment is currently

undergoing advanced conceptual engineering and will be shovel-ready in 2017. The Construction Authority is currently seeking approximately \$1 billion to construct the Azusa to Montclair segment.