

## Student Event Case Studies

### Transbay Terminal Tour – San Francisco, CA

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On April 8, 2016, I Will Ride chapters from U.C. Berkeley, California State University, Fresno, and Fresno City College participated in a tour of the Transbay Terminal in San Francisco. The terminal is the future site of the terminus of the high-speed rail system in the Bay Area and will ultimately serve 11 different transportation systems and millions of riders.



Members of I Will Ride were interested in the blended system approach to high-speed rail and requested a tour of the construction site. The 22 tour members both carpooled and traveled via Bay Area Rapid Transit (BART) to a hosted pre-tour lunch. After lunch and a quick tour of the Rail Delivery Partner's (RDP) facility, the group walked to the Transbay Center office for an overview briefing about the construction project and its future role in connecting with its transit partners and high-speed rail connection. The view from the Transbay offices was exciting for I Will Ride members to visualize the scale and intricate architecture of the

site. After a safety briefing, the tour group walked to the site and toured the site of two of the construction superintendents who explained in detail the project, its timeline, and construction process.

Additionally, a member of the Community Media Access Collaborative (CMAC) sent a professional videographer to document and produce a 10 minute documentary for the upcoming I Will Ride community forum. After the tour, many of the I Will Ride members enjoyed an afternoon in the City and caught a San Francisco Giants game at AT&T Park.

### Fresno City College High-Speed Rail Community Forum – Fresno, CA

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On April 27, 2016, the members of the Fresno City College and California State University, Fresno I Will Ride chapters planned and hosted a community forum for students and the community regarding High-Speed Rail and the benefits the project will bring to Downtown Fresno. The event was held in the newly-renovated Fresno City College Old Administration building theater and was attended by over 250 people. Fresno Mayor Ashley Swearengen, Vice Chairman Tom Richards and Central Valley Regional Director Diana Gomez of the California High-Speed Rail Authority, and

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Downtown Fresno businessman and community leader Craig Scharton served as speakers for the forum.

At this event, I Will Ride students introduced the speakers and reviewed their biographical sketches and each speaker had 20-30 minutes to make their presentation. At the conclusion of the program, Aaron Blair, President of the Downtown Partnership facilitated a question and answer period. And Authority Board Vice Chairman Tom Richards provided a briefing on the status of the statewide program and vision for the future.

Regional Director Diana Gomez briefed attendees on Construction Package 1, which covers the construction of the first segment under construction from Madera to Fresno. She also reviewed the status of future construction packages. As well the Honorable Mayor Ashley Swearengin, of Fresno, discussed the future I Will Ride downtown station and its role in the future of downtown renovation, business relocation process and successes, and impacts and benefits to the community. This event was covered by local news affiliates, ABC 30, NBC 24, CBS 30, Telemundo, and Univision. Additionally, local radio stations, and the Fresno Bee covered the event as well.

Students took care of most of the logistics and coordinated with their Faculty Advisor to secure facilities and permission to host the event from the State Center Community College District. The group secured the date and confirmed attendance of the speakers and developed a program for the event based upon feedback from their peers.

The State Center Community College District and Central Valley High-Speed Rail Public Information Officers assisted with disseminating press advisories to their media lists and were onsite to assist I Will Ride students and the media. Local sponsors provided donations to cover the cost of printed materials, advertising, and cable and online media coverage by the Community Media Access Collaborative (CMAC). A reception area was created with check-in table, information materials, maps, and tee-shirts.

An I Will Ride selfie wall with the event sponsors was a big hit with attendees. And, students posted about their attendance and participation at the event on Snapchat.

## **I Will Ride Student Representatives Speak Before California State Assembly Transportation Committee – Sacramento, CA**

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In April 2016, members from I Will Ride chapters at U.C. Berkeley, California State University, Fresno, U.C. Merced and Fresno City College attended a California State Assembly Transportation Committee and participated in the public comment portion of the hearing regarding High-Speed Rail. While wearing their #Iwillride tee-shirts, members spoke before the committee and their interest in a support for High-Speed Rail and the impact it would have on connectivity and the economy.



I Will Ride members found it an exciting experience to take part in the state legislative process then tour the state Capitol after the hearing.

### **I Will Ride Members Meet with Congressman Eric Swalwell (Pleasanton, CA)**

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In January 2016, Congressman Eric Swalwell, from Pleasanton, toured several construction sites in Fresno. As he was touring the progress, he also had the opportunity to meet with members of the Fresno City College and University of California-Fresno chapters I Will Ride chapters. As the first Millennial Member of Congress Congressman Swalwell discussed the importance of transportation and the student’s interest in California’s High-Speed Rail Program. The discussion

ranged from the Congressman’s work in our Nation’s Capitol, the use of social media as a tool to communicate with his constituents, and his support of high-speed rail in California.

### **I Will Ride U.C. Berkeley Tabling - Berkeley, CA**

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I Will Ride members regularly participate in “tabling,” which student clubs and organizations staff a table and booth to promote the purpose of I Will Ride to their fellow students in high-traffic areas. I Will Ride members disseminate brochures, club meetings, and provide I Will Ride fact sheets and maps. Student names and emails are collected and they are invited to attend chapter meetings and participate in tours or meet with CHSRA staff members.

### **Fresno State’s American Society of Civil Engineers and Society of Hispanic Professional Hispanic Engineers - Fresno, CA**

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I Will Ride students participate in various student organizations and clubs relating to their majors or other areas of interest, such American Society of Civil Engineers (ASCE) and the Society of Hispanic Professional Engineers (SHPE). The topic of High-Speed Rail is very interesting to the student population at California State University and specifically the Lyles School of Engineering. Diana Gomez, the Central Valley Regional Director for the California High-Speed Rail Authority is a distinguished alumnae who speaks regularly at the college and works to place engineering students with engineering firms working on high-speed rail and the California High-Speed Rail Authority.

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Fresno State I Will Ride chapter members coordinated a pizza lunch with ASCE and SHPE student clubs with the Lyles School of Engineering. Over pizza, I Will Ride Chapter President and engineering student Bianca Rodriguez, outreach consultant Darren Rose, and High-speed Rail program staff provided a PowerPoint briefing to the students and answered questions about the project and the purpose of I Will Ride.

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## Have Questions?

For support, contact our student outreach team for guidance on chapter start-up questions, event planning, speaker requests, and assistance by contacting:

- Statewide Coordinator – Kit Powis, 415-243-4770 or [kit.powis@hsr.ca.gov](mailto:kit.powis@hsr.ca.gov)
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