

From your perspective, what happened to Russell City, why do you think it happened, and how did it affect your family?

Under the guise of urban renewal and eminent domain, Russell City residents were forcefully evicted from their homes in 1965. The homes that were not mysteriously burned to the ground were razed and bulldozed by the city of Hayward.

Based on newspaper articles published in 1957, the following is what happened to Russell City. In March of that year, the local NAACP held a meeting at Bret Harte Jr High School in Hayward during which the United States Urban Renewal Agency told 150 Russell City residents that an urban renewal program to install sewers, water and streets would cost \$1,040,000. The Federal Government offered to bear two thirds of the cost while the remaining third would be borne by the city, the county or local taxpayers themselves. However, Hayward City officials opposed the redevelopment of Russell City as a residential area. Instead, they suggested that inhabitants be relocated and that the land be developed for industrial use to benefit Alameda County. Ten years later, the developers offered Alameda County \$2,450,000 for the 200-acres for an Industrial Park which would substantially increase Hayward's tax base.

The impact on my family, friends and neighbors was devastating. We were forced to leave our beloved community, our homes, businesses, friends and the secure life we had built over 15 years. All of this happened because of political greed - the residents were poor, voiceless Black and Latino people. After our removal, Russell City was immediately annexed to the city of Hayward and was no longer "power less, water less nor sewer less". Roads were developed to prepare for industrial utilization of the land.

What is your connection to the Russell City Community?

Hello, my name is Gloria Bratton-Sanders-Moore. I am a 79 year-old African-American woman born in 1943 in Texarkana, Ark. My mom and dad migrated from Arkansas to the west coast when I was 3 years of age. As the result of Redlining, Restrictive Covenants, and Racial Steering, my parents ended up living in Russell City on Winton Ave. I attended Russell School and Hayward High, received a BA in Sociology from USC and a Juris Doctorate from Loyola Law School. I have held numerous positions overseeing workforce development programs serving low-income individuals who were predominately people of color.



CANDIDATE QUESTIONNAIRE

GLORIA MOORE

What is your background? What meaningful value or expertise can you bring to the committee?

I bring a wealth of expertise to the Committee. In addition to having lived in Russell City for 15 years enduring the pain and suffering brought on by the unjust tactics of government officials, I pursued a 40 year career with the city of LA, and served as Executive Director of a highly successful nonprofit organization for 10 years. I created partnerships among public and private sector entities, including government agencies, community-based organizations, educational institutions, and social service organizations throughout the country.

Do you have any additional or unique qualifications you would like to share? If so, please list them below.

Respondent skipped this question

Tell us about your experience working in a team or community-based process.

I pursued a 40 year career with the city of LA, and served as Executive Director of a highly successful nonprofit organization for 10 years. I created partnerships among public and private sector entities, including government agencies, community-based organizations, educational institutions, and social service organizations throughout the country.

What is your purpose for being here? As a member of the committee, what do you want to achieve? At the end of the day, what would you want to see happen and what are you willing to do to get us there?

While I applaud the city of Hayward for issuing a formal apology for its unfair policies and the role it played in demolishing Russell City and relocating its residents and scattering us throughout the Bay area, this was only a first step in making amends for the wrongs perpetrated on the predominately Black and Latino citizenry of Russell City. Representing the desires of my fellow "Russellcitians", I am committed to working with representatives of the city of Hayward and their designees to address the effects of institutional racism, bias, unfair treatment, and the historical role our municipal government played in perpetuating economic and social inequities on the residents of Russell City. I would like to discuss equitable remedies for the pain, suffering, and multi-generational loss of prosperity sustained by impacted families.

Gloria Moore