

Russell City Heritage Preservation Programs

Summary of the Reparative Justice Recommendation: Create and curate a series of historical, cultural, and art projects to preserve the culture of Russell City in the Hayward community. This could include any combination of the following: 1) Video and photos projects, 2) Website to house Russell City educational resources, 3) An archway or monument, 4) Renaming of rooms with City of Hayward-owned properties, and 5) Street naming. Heritage preservation programs will be developed in collaboration with Russell City former residents and descendants.

Reparative Justice Description and Justification: Develop a variety of historical, cultural, and art projects to preserve the culture of Russell City. Potential projects include the four initiatives below, all of which would be developed in collaboration with Russell City former residents and descendants.

Video and Photos Projects: Leveraging City of Hayward staff and equipment, develop video and photo projects to preserve the oral histories of Russell City. A story telling project can include oral history videos, documentary-style historical clips, and storytelling projects which use photography. Community members voiced the importance of historical accuracy in any multimedia projects, so it may be necessary to get technical support from researchers or other professionals in addition to community members.

Russell City Historical Website: Create a series of webpages on the City of Hayward website dedicated to preserving the heritage of Russell City. In addition to this webpage being a place to house new video and photo projects, it can also be used to promote other art and culture efforts related to Russell City such as the Russell City mural in Downtown Hayward, the Russell City interpretative sign being developed in Heritage Park, and a digital photo book developed by the Art Committee Members for the Heritage Plaza Russell City piece. The educational website and related heritage projects can be offered as resources to Ethnic Studies departments and instructors within the Hayward Unified School District, Chabot College, and University of California, East Bay.

Russell City Archway or Monument: There was community interest in a Russell City archway, if not a monument, to depict the history of Russell City. The location of this archway could be near the area that was formerly Russell City, or in high traffic area like Downtown Hayward. The artist procured for the development of such an archway should be educated about the history of Russell City by former residents and descendants.



RUSSELL CITY REPARATIVE JUSTICE PROJECT

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Room Naming in City of Hayward Buildings: Rename meetings rooms and/or community spaces within City of Hayward-owned building to honor the history of Russell City. The Cinemark Century Movie Theater was suggested as one of the buildings where rooms might be named after Russell City or related luminaries.

Ceremonial Street Naming: Rename West Winton Avenue, which is in the area that was formerly Russell City, to honor the historic significance of the formerly unincorporated area. Community members suggested Russell City Boulevard (or Avenue). If the current street name must be maintained, there is a recommendation to add a second, ceremonial name.

While public art, murals, and community events were mentioned as possible heritage preservation initiatives, they were not voiced as a high priority for this reparative justice proposal.

Eligibility Criteria: The heritage preservation proposals do not require eligibility criteria as they would all be free and made available for the public.

Reparative Justice Objectives

- **Objective 1:** Use Heritage Plaza Art Committee estimates for the development of a historical archway to propose and approve a budget for construction costs of a Russell City archway.
- **Objective 2:** Request and approve the ceremonial naming of West Winton Avenue to Russell City Avenue.
- **Objective 3:** Assess and confirm which rooms in City of Hayward-owned property, if any, can be renamed after Russell City and related luminaries.
- **Objective 4:** Describe the professional services needed to create a Russell City Archway in preparation for a procurement process.
- **Objective 5:** Confirm the areas for community input related to key decisions to develop and launch Russell City heritage preservation actions. Duties will include serving as panelists for the selection of professional service providers, advising the layout of the Russell City website, and planning celebratory launch events for the various initiatives.



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- **Objective 6:** Determine if the existing Art Committee Members for the Heritage Plaza Russell City piece should be the basis of a Russell City Heritage Committee which would advise heritage preservation proposals approved as reparative justice actions. If so, decide on process to expand the group to interested former residents and descendants.
- **Objective 7:** Establish a Russell City Heritage Committee of former residents and descendants to advise on key decisions needed to develop and launch various heritage preservation initiatives.
- **Objective 8:** In fiscal year 2025-2026, initiate procurement processes for artists and other professional services needed.
- **Objective 9:** In fiscal year 2025-2026, develop the Russell City historical webpages, photo projects, and video projects with video production support from City of Hayward staff.
- **Objective 10:** In fiscal year 2026-2027, complete the renaming of West Winton Avenue and host a community event to celebrate the ceremonial renaming.
- **Objective 11:** In fiscal year 2026-2027, complete the Russell City heritage webpages, photo projects, and video projects.
- **Objective 12:** In fiscal year 2026-2027, confirm which City of Hayward rooms will be named after Russell or related luminaries.
- **Objective 13:** In fiscal year 2026-2027, develop the artistic concept for the Russell City archway with consultant and Russell City Heritage Committee.
- **Objective 14:** In fiscal year 2027-2028, start development of the proposed Russell City archway.