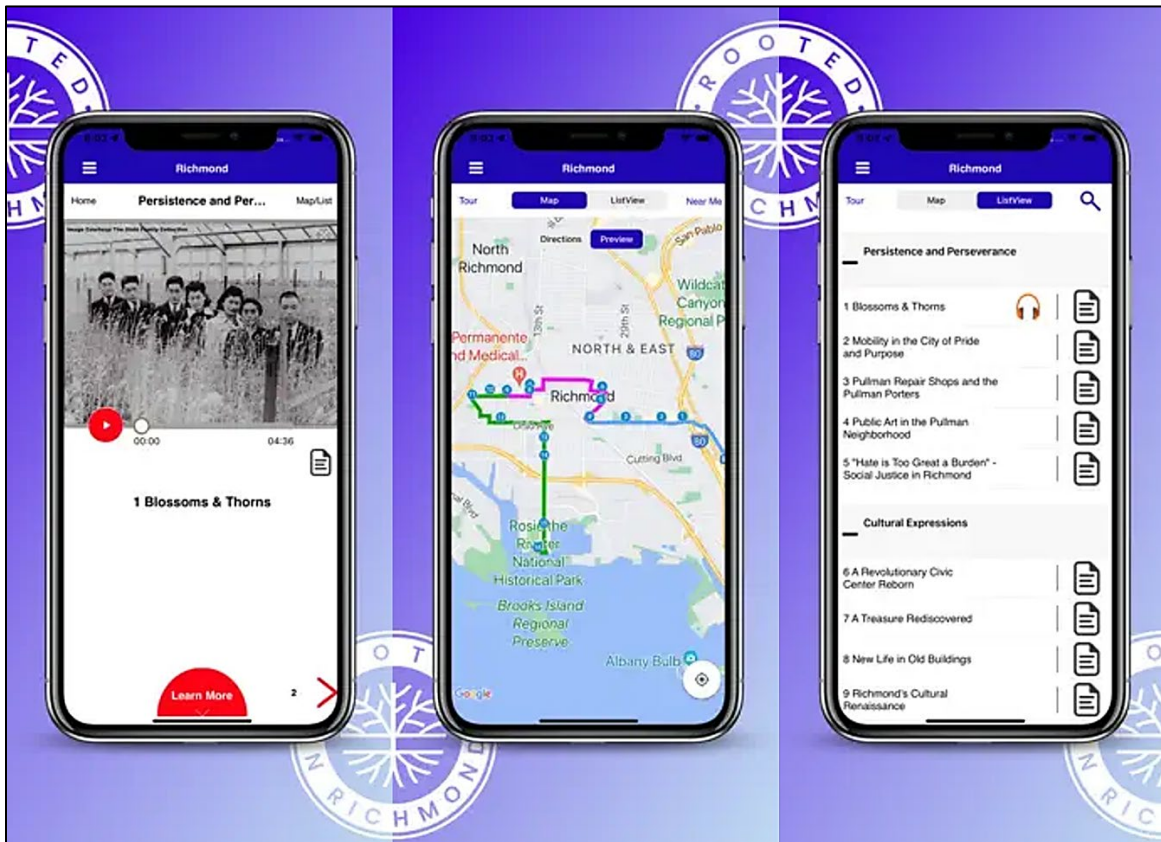


2023 GOVERNOR'S HISTORIC PRESERVATION AWARDS

Rooted in Richmond



The recently opened Richmond Greenway (a biking and walking path), in Richmond, California, opened enormous potential to interact with Richmond's downtown neighborhoods. The **Rooted in Richmond** tour app is a collection of 16 historic sites—tangible and intangible—located along the Richmond Greenway and represents an impressive use of the latest smart device technology to make a community's history accessible to all. The multimedia tour allows app users to hear from Richmond residents, historians, and notable civic leaders, and allows the city's most disadvantaged residents to interact with their neighborhoods through the healthy activities of walking and biking.

In 2021, Richmond was named the "most diverse city in the U.S." Rooted in Richmond recognizes this fact by telling an inclusive and broad story that focuses on populations and neighborhoods not usually addressed. The 16 vignettes include video stories, oral history audio clips, images, and text stories. The tour is divided into three equal tour segments of about two miles each: 1) Persistence & Perseverance, 2) Cultural Expressions, and 3) Home & Health, Growth & Justice. The app is accessible on Android, Apple, and the web - ensuring that even residents who don't have access to costly mobile devices can still learn about the history of the city. The app also has Spanish narration for each tour stop.

The project engaged in an extensive community outreach process and reached out to every Neighborhood Council in the city. Regularly scheduled public meetings were held to solicit tour feedback and input. This was critical to ensure that the tour stops reflected the stories and memories that community members wanted highlighted. The app team was primarily comprised of volunteer historic preservation professionals who devoted their pro bono time to complete the project, with technical and historian consultants paid through a Certified Local Government (CLG) grant.

Rooted in Richmond benefits the community of Richmond by highlighting how historic preservation can tell a history sensitive to the underrepresented; stimulating the downtown core by connecting residents and visitors to the city's historic places and events; improving the quality of life for residents through healthy activities and outdoor learning; and telling the difficult histories that reflect perseverance and social movements towards equity.