



Rosie the Riveter/World War II Home Front National Historical Park Long-Range Interpretive Plan



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Cover Photo: Kaiser Shipyard No. 4 Crew, circa 1944
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Introduction

Rosie the Riveter/World War II Home Front National Historical Park, established in 2000, encompasses the nation's largest concentration of intact civilian World War II historic structures and sites. Located within the 1940s historic setting of Richmond, California, in the northeastern section of the San Francisco Bay Area, the park was established to preserve the stories and sites associated with the wide-ranging citizen, industrial, and governmental efforts that supported the nation's war effort during World War II.

World War II home front activities brought about unprecedented changes in American life. With nearly 16 million of the nation's male workforce deployed to military service overseas, millions of other potential workers were encouraged to relocate to centers of industry around the country. Women's roles changed significantly, women and people of color were offered job opportunities formerly denied to them, momentum increased in the continuing struggle for equal rights, and innovations such as employer-sponsored health and child care services began to evolve.

The name "Rosie the Riveter" was made famous by a popular song from 1943, and it quickly became a catchphrase that represented all the women war workers in shipyards, airplane factories, ammunition plants, railroads and other defense plants. As an emblem of the times, "Rosie" symbolized the "We can do it" spirit of the war effort.

A Partnership Park

Rosie the Riveter/World War II Home Front National Historical Park was conceived from the outset as a "partnership park," with the National Park Service functioning as a partner – but significantly, not a landowner – among a loose consortium of other interested parties. These other stakeholders include public agencies (primarily the City of Richmond and Contra Costa County), several not-for-profit organizations, and private owners. While innovative and flexible, this newer approach to preserving and protecting historic sites depends heavily on the financial health, managerial capabilities, and vision of the partners, as well as the resources of the National Park Service.

The Long-Range Interpretive Plan

Within the planning hierarchy of the National Park Service, an individualized 20-year General Management Plan provides broad-based management guidance for each national park unit. The first General Management Plan for Rosie the Riveter World War II/Home Front National Historical Park was finalized in January 2009.

A Comprehensive Interpretive Plan is a critical component of a park's 20-year planning cycle. Unlike the broader scope of the General Management Plan, interpretive planning focuses on identifying and delivering the park's essential stories and messages to visitors. A Long-Range Interpretive Plan provides guidance for a park's interpretive programming for the next seven to ten years. Together with an Annual Implementation Plan and an Interpretive Database, the Long-Range Interpretive Plan completes the park's Comprehensive Interpretive Plan. Accordingly, this Long-Range Interpretive Plan identifies park themes, describes visitor experience goals, and recommends a variety of personal and non-personal interpretive services and outreach activities that will best communicate this park's purpose, significance and themes.

Work on this plan began in February, 2006, when an interpretive planner from the Harpers Ferry Center met with park staff and facilitated initial public workshops and staff meetings in Richmond, California. Subsequently, the park and Harpers Ferry Center sought additional services from a contracted consultant team to complete the plan. The consultant team conducted a second stakeholder open house and workshop on November 18-19, 2008, followed by a recommendations workshop on August 4 and 6, 2009.

Barring legislative changes or major new revelations, the foundational elements expressed in this plan, including purpose, significance, themes, and visitor experience goals, are expected to remain constant over the life of the plan. Specific recommendations about media and programs may need to be updated as staffing, funding, technology, or resource conditions change. Further design documents must be produced to implement some of the goals and recommendations in this plan.



Aerial view of Kaiser Shipyards in Richmond, California - 1944



Aerial view of Richmond, California waterfront sites - 1999

Executive Summary

In the nine years since its establishment on October 24, 2000, Rosie the Riveter/World War II Home Front National Historical Park has built upon existing resources in Richmond, California, to create engaging interpretation for visitors and community residents regarding the nation's home front efforts, and their far-reaching consequences, during World War II.

Created as a partnership park with numerous public and private owners dispersed across multiple locations, the park is one of a handful of national parks in which the National Park Service is an administrator and cooperative partner, but not the owner of the physical landscapes and facilities available for visitor exploration. The park's partners include city and county government, arts and cultural heritage organizations, historic preservation groups, private-sector businesses, individual property owners, and not-for-profit community groups.

This Long-Range Interpretive Plan offers a blueprint for developing the park's interpretive program over the next ten years.

Primary Interpretive Themes

To help the National Park Service and its partners provide a cohesive and exciting visitor experience for the park's diverse future audience, the planning team reviewed the primary themes and subthemes proposed in the park's recent General Management Plan and, with minor amendments, adopted them as guidance for interpretive planning for the park over the next ten years.

These four primary interpretive themes can be summed up as follows:

- **Mobilizing America**
As millions of soldiers left home to fight in World War II, millions of other Americans mobilized on the home front to support the war effort in ways that resulted in profound changes to American life.
- **Common Purpose/Disparate Experience**
Although many Americans working and living on the home front were united in a common purpose to support the war effort, they often had quite disparate experiences due to prejudice and discrimination.
- **Shedding Light on America's Promise**
Social upheavals and social role changes on the home front exposed America's unfulfilled promise of equality and "liberty and justice for all."
- **America Today – The Home Front Legacy**
Many technological innovations, institutional changes and social developments that took place on the World War II home front have had lasting influence and continue to be relevant today.

Recommendations for Interpretation

This Long-Range Interpretive Plan presents a strategic, sequential interpretive framework to help the park and its partners prioritize their interpretive efforts over the short, mid- and long term. Much will depend on the successful rehabilitation and adaptive reuse of various sites and facilities that are not owned by the National Park Service. However, community stakeholders and the planning team envision a compelling, inspirational interpretive program using these key elements:

- enthusiastic, well-trained interpreters (both National Park Service and partners) offering accessible programs at various locations throughout the park;
- a new visitor education center with engaging, hands-on interactive exhibits appealing to many different learning styles and with numerous artifacts on display;
- outreach to the community, the region, and the nation through innovative approaches such as the “Rosie’s Girls” youth program, a “Roving Rosie” interpretive bus/van, and a virtual network connecting home front sites and resources throughout the nation; and
- a strategic mix of tools and techniques enabling self-guided exploration of the park, including
 - prominent wayfinding/identity signs
 - printed tour maps/brochures
 - interpretive signs at numerous sites
 - library holdings with some level of visitor access (perhaps in cooperation with county/city public libraries)
 - visitor-accessible displays inside various historic buildings
 - state-of-the-art electronic resources (interpretive programming, mapping, tour information) for pre-visit or on-site/on-demand download via personal media devices.

Wherever possible, these interpretive programming steps should be taken with the following priorities in mind:

First, a local focus: Over the short term (1 to 3 years), interpretive programming will focus on the four primary themes and also seek to build up the park’s local, community-based identity and involvement, including youth outreach, training volunteers, and helping strengthen partnership organizations.

Next, outreach to the region: Mid-range goals (4 to 6 years) address the four primary interpretive themes while also increasing the park’s interpretive outreach and presence throughout the Bay Area.

Then, a national presence: Long-term goals (7 to 10 years) will focus on activities that address the four primary interpretive themes while also expanding the park’s national presence through a national web presence (including interactive mapping of relevant sites), traveling exhibits, liaisons with other parks/sites that tell parts of the home front story, and similar activities.



Richmond Museum of History

Foundation for Planning

"The war shed light on America's promise. It created an explosion that accelerated change all the way into the 1960s."

- Betty Reid Soskin, Park Ranger and World War II home front worker in Richmond, California

The foundation for interpretive planning includes enabling legislation, park purpose and significance statements, public input, existing management plans and previous interpretive efforts, primary interpretive themes, visitor uses, desired visitor experiences, issues and influences affecting interpretation, existing interpretive conditions, and other relevant documents or findings from park partners and the community.

Legislative Background

After a two-year feasibility study was completed in 2000, U.S. Representative George Miller (D-Martinez) introduced legislation to establish Rosie the Riveter/World War II Home Front National Historical Park. Signed by President William Jefferson Clinton on October 24, 2000, Public Law 106-352 provides legislative authorization for a national historical park to include selected Richmond, California, sites, structures, and areas associated with the industrial, governmental, and citizen efforts in support of World War II.

Under the terms of the project legislation, the National Park Service will work collaboratively with Rosie the Riveter Trust, Richmond city officials, and other partners, and may enter into cooperative agreements with a multitude of public and private partners owning various historic sites in the Richmond area.

Among these sites are:

- the dry docks and five historic structures at Richmond Kaiser Shipyard No. 3
- the SS *Red Oak Victory* ship
- a whirley crane associated with shipbuilding in Richmond
- the Ford Assembly Plant building complex
- the Kaiser Field Hospital
- two buildings that once housed World War II child care facilities (child development centers)

- surviving complexes of World War II worker housing (Atchison Village and Nystrom Village)
- Fire Station 67A
- the Rosie the Riveter Memorial in Marina Bay Park, created in 2000 for the City of Richmond on the site of former Kaiser Shipyard No. 2
- Barbara and Jay Vincent Park
- Shimada Peace Memorial Park
- West Shore Park
- Sheridan Observation Point Park
- San Francisco Bay Trail/Esplanade

The enabling legislation also authorizes the National Park Service to create a World War II Home Front Education Center in the Ford Assembly Building, including a program that allows for distance learning.

Park Purpose and Significance

Park Purpose statements describe why an area was set aside as a unit of the national park system and what specific purpose exists for the area today. Purpose statements may reflect traditional purposes of preservation and enjoyment, linkages between the management unit and its cultural and natural resources, connections with groups and areas external to the park, and the language of the enabling legislation.

The following Purpose Statement was created during the planning process for the General Management Plan and the Long-Range Interpretive Plan for Rosie the Riveter/World War II Home Front National Historical Park.

Purpose Statement:

Rosie the Riveter/World War II Home Front National Historical Park, located in the wartime boomtown of Richmond, California, preserves and interprets the stories and places of our nation's home front response to World War II.

Park Significance statements describe the distinctiveness of the combined resources of a particular park unit. These statements can reflect upon natural, cultural, scientific, recreational, inspirational, and other resources. The statements embody the power of the place through a factual representation of what makes this place special, and they summarize the essence of the importance of this park's resources to the nation's natural and cultural heritage. Significances may evolve over time as a result of discoveries and updates to our knowledge about this place.

The following Significance Statements were created during the planning process for the General Management Plan and the Long-Range Interpretive Plan for Rosie the Riveter/World War II Home Front National Historical Park, with review and approval by the interpretive planning workshop stakeholders.

Significance Statements:

- This park preserves an outstanding collection of World War II home front sites, structures, and landscapes.
- This park is the place within the national park system dedicated to collecting, preserving, and making accessible to visitors the oral histories, stories, and artifacts of the World War II home front.
- This park is the place within the national park system where visitors link to sites across the country to explore the many social and cultural changes that began or accelerated on the home front during World War II.



Park Rangers leading a tour at the Maritime Child Development Center in 2007

Primary Interpretive Themes

Primary interpretive themes are the key stories, concepts, and ideas of a park that relate to the purpose and significance. These themes create a foundation for educating visitors about the park and encouraging them to form intellectual and emotional connections with park resources. A park's primary themes are typically of equal importance and form the backbone of the interpretive program.

The following theme topics for Rosie the Riveter/World War II Home Front National Historical Park were developed through a series of public workshops after the park was established, and they were finalized in the spring of 2006 as part of the initial Long-Range Interpretive Plan meetings. Current interpretive materials prepared by the park rely on these four topics, and they are presented as part of the 2009 General Management Plan.

During the planning process for the Long-Range Interpretive Plan, these themes were presented to stakeholders. The stakeholders group revised the overall themes and began to develop sub-themes and storylines. As a result of the workshops, the four topic headers listed in the General Management Plan evolved to include more fully developed Theme Statements and Subthemes, as shown below:

Primary Interpretive Topic: Mobilizing America

Theme Statement: As millions of soldiers left home to fight in World War II, millions of other Americans mobilized on the home front to support the war effort in ways that resulted in profound changes to American life.

Subthemes:

- The City of Richmond, California, offers tangible examples of the widespread changes and cross-fertilization of culture and ideas that occurred during World War II as Americans migrated for job opportunities and became part of a diverse workforce made up of men and women of different ethnic/racial and cultural backgrounds.
- The explosion of growth in Richmond, California, during World War II is an excellent example of how a massive influx of people can affect the infrastructure and subsequent development of cities like Richmond.
- The cityscape of Richmond, California (shipyards, railroad tracks, streets, businesses, and homes), provides opportunities to explore the connections between industry, transportation, commercial activity, and family life on the home front.

Primary Interpretive Topic: Common Purpose/Disparate Experience

Theme Statement: Although many Americans working and living on the home front were united in a common purpose to support the war effort, they often had quite disparate experiences due to prejudice and discrimination.

Subthemes:

- Wartime mobilization brought people of many races, ethnic backgrounds, and cultures together, often for the first time, in places where they lived and worked.
- Although diverse groups of people worked together, social and cultural life was often still segregated, with separate housing, child care, religious life, and entertainment.

- Written and oral histories reveal conflicting and competing stories of the home front that reflect various perspectives on issues of the World War II era. Some of these issues include forced internment, war protests, and the struggle for equal opportunities in both the home and workplace.

Primary Interpretive Topic: America Today – The Home Front Legacy

Theme Statement: Many technological innovations, institutional changes and social developments that took place on the World War II home front have had lasting influence and continue to be relevant today.

Primary Interpretive Topic: Shedding Light on America’s Promise

Theme Statement: Social upheavals and social role changes on the home front exposed America’s unfulfilled promise of equality and “liberty and justice for all.”

Subthemes:

- In spite of new opportunities for people of color, Americans on the home front continued to encounter racial discrimination, economic disadvantages, and the lack of “liberty and justice for all.” Their efforts to overcome these challenges advanced the struggle for civil rights.
- Although gender discrimination did not end as a result of World War II, American women, as represented by the iconic symbol “Rosie the Riveter,” gained more diverse working opportunities, which helped to set the stage for the modern women’s rights movement and increased opportunity for women.
- The treatment of some home front residents during wartime – for example, Japanese Americans and war protesters – raises important civil liberties issues that are still relevant today.

Subthemes:

- Inventions and improvements to our material culture brought about by World War II continue to be important today; these include advances in mass-production processes, industrial safety, and technology (e.g., jet and rocket propulsion and atomic energy application).
- Changes in the American family structure, the role of women and people of color in society, and the struggles of the labor and civil rights movements during World War II had an enduring effect on American society.
- The relationship between government and industry changed dramatically during World War II; they became partners, laying the groundwork for what President Eisenhower called the “military-industrial complex.”
- Many elements of today’s society are a legacy of the World War II home front effort: employer-provided health care, publicly supported child care, and major demographic shifts in rural and urban America.

Visitor Experience Goals

When visitors come to this park, the interpretive programming and materials should enable each visitor to experience some level of physical, intellectual, and emotional connection with the meanings and resources here. This connecting experience should be available to visitors of all abilities and backgrounds, including those with visual, auditory, mobility, or cognitive challenges.

The following visitor experience goals were developed during workshops held in 2006 and 2008, with analysis and grouping by the interpretive planning consultant team.

Visitors to Rosie the Riveter/World War II Home Front National Historical Park should have the opportunity to:

- Locate and visit a full range of historic sites within the park;
- Recognize “Rosie the Riveter” and the “Home Front” as symbols of the

vast and lasting changes in American life brought about by domestic war efforts during World War II;

- See and explore firsthand some of the unique historical resources of the home front, including sites and facilities, historic images, artifacts, and oral histories;
- Connect individual park sites and stories to the large-scale, nationwide mobilization effort comprising the home front experience;
- See evidence of the many different perspectives and experiences of millions of individuals whose lives were profoundly changed as they participated in home front activities;
- Forge connections among and between generations as families and multi-generational groups use the park to explore their own stories.

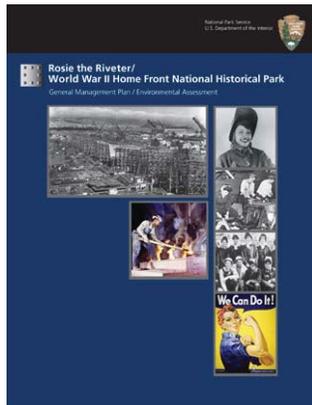
Visitor Data

With multiple access points, multiple partners, and no primary visitor center as yet, Rosie the Riveter/World War II Home Front National Historical Park has limited visitor data to date. However, park interpreters logged a total of 14778 visitor contacts in FY2009 (Source: RORI Servicewide Interpretive Report 2009) and provided 175 formal interpretive programs, an increase from FY2009. (Additional note: The park is not required to report the monthly public use data to the National Park Service visitor statistics office and website until the visitor center is open to the public).

Three very successful Home Front Festivals by the Bay have been held to date in the fall of 2007, 2008, and 2009. Each year, the three-day festival has been well-publicized throughout the San Francisco Bay area and attracted thousands of people.



A middle school girl puts on a welding outfit during a Red Oak Victory ship tour in 2010



General Management Plan

Other Planning Considerations

NPS General Management Plan Guidance

In consultation with the other cooperating partners, the National Park Service identified the preferred organization and management strategy for the park as Alternative B among three alternatives studied during the development of the 2009 General Management Plan. Alternative B proposes a mid-sized visitor center with interpretive exhibits in the Ford Assembly Building, with additional interpretive services and/or installations distributed throughout the park at individual sites. This approach requires staffing at the visitor/education center and also at many of the individual park sites to provide interpretive services and visitor access. In addition, this plan requires planning and technical assistance staff to support the owners of historic properties with historic preservation and interpretation.

Plans Prepared by Others

Many of the park's partner organizations also have formal planning processes and documents in place. Although none of these documents deal directly with park interpretation for visitors, some aspects of these plans will inevitably affect the delivery, location, visitor demand, and perhaps even the content of interpretation at the various sites.

Relevant plans by the City of Richmond include the city's General Plan, currently under revision, which addresses desirable public and private development and land use; a zoning ordinance defining desired land use for the city, including zoning classifications governing many of the historic sites that are part of the park; and a specific reuse plan for the Ford Assembly Building that includes approval for the National Park Service-operated visitor/education

center for the park. National Park Service staff serve on the city's General Plan Advisory Committee. When completed, the city's General Plan will include a chapter on the National Historical Park as a distinct element of the plan.

Other long-range plans affecting the area include "Shaping Our Future Vision," a plan developed by Contra Costa County and its 19 municipalities (including Richmond); San Francisco Bay Conservation and Development Commission plans for the Bay Area, the seaport, and the South Richmond shoreline; the Bay Trail Plan developed by the Association of Bay Area Governments; and public water transit planning by the San Francisco Bay Area Water Transit Authority. While these plans primarily deal with issues such as site use and access, their support and timely implementation is critical for the long-range vitality of the historical park.

The Rosie the Riveter Trust

Another key player in the ongoing development and success of Rosie the Riveter/World War II Home Front National Historical Park is the Rosie the Riveter Trust. Founded in 1999 as an outgrowth of the citizen committee that raised funds for the Rosie the Riveter Memorial, the Trust expanded its vision, raised more than \$100,000 from grants and corporate donors (including a \$75,000 development grant from Kaiser Permanente), and became the prime mover behind the creation of the national historical park.

The Trust now functions as both the cooperating association and the friends group for the park. It continues to raise money through donations and grants, as well as through the Rosie Home Front Store, an online store offering products based on the images, events and significance of life on the World War II home front.

To date, the Rosie the Riveter Trust has been guided by its *Vision and Strategic Plan, 2005 – 2008*.



Richmond Museum of History

Existing Conditions

"There were three shifts: day, swing and graveyard. When the shift would change, Cutting Boulevard was unbelievably alive with people. You can't imagine how many people in this town there were."

- Vera Minkner as quoted on the San Francisco Bay Trail wayside, "A Deluge of Humanity"

A common question from visitors to Richmond, California, who are looking for the park is: “But where is the park?” As a relatively new park with no obvious focal point, widely dispersed sites, no formal boundaries, and no clearly marked walking or driving tour routes, Rosie the Riveter/World War II Home Front National Historical Park currently poses significant challenges for visitors.

The park is still in development, both physically and in terms of its interpretive opportunities. For example, the structures cited in the park’s legislation can all be seen from the street, but most are still closed to the public. A temporary park headquarters in Richmond provides basic information and brochures about the park. Library and collections space are minimal and open to the public only by appointment. A limited schedule of interpretive programs is offered throughout the year. Special programs and guided tours are offered to groups by reservation only. Even a much-needed branding/identity signage program is still in the future.

Following is a summary of current conditions relating to interpretation at Rosie the Riveter/World War II Home Front National Historical Park.

Pre-visit and Arrival Information

Media Outreach

The park informs the public of upcoming events and special programs through press releases sent to area newspapers, television and radio stations, organizations, magazines and posted on the park’s web site. The park’s partners share information with their media contacts and posts on their respective web sites. Park staff and partners have also generated an array of high-quality publicity materials promoting the Home Front Festival and related events.

Personal Services

The park processes requests for information via letters, phone calls, and e-mails. Most requests are for basic information (brochures and tour materials) and directions to the park sites and NPS headquarters.

Directional and Wayfinding Signs

Large freeway signs installed in January 2007 direct visitors off Interstate 580 to the Rosie the Riveter Memorial. City of Richmond street signs direct visitors to the Rosie the Riveter Memorial from the 580 Marina Bay/23rd St. Exit. The National Park Service and the SS *Red Oak Victory* ship have installed temporary wayfinding signs within Shipyard No. 3. The Ford Assembly Plant owner has temporary wayfinding signs for the Craneway Pavilion.

Website

The park website provides virtual visitors with information about the park, its sites and resources, interpretive materials, a virtual museum exhibit, and directions to the temporary visitor contact station and Rosie the Riveter Memorial. The website also links to partner sites, the SS *Red Oak Victory* website, the Rosie the Riveter Trust website, and the National Register of Historic Places Travel Itinerary featuring World War II sites throughout the San Francisco Bay area.

Sites and Facilities for Interpretation

The long-range vision for Rosie the Riveter/World War II Home Front National Historical Park as described in the park’s General Management Plan calls for more than a dozen historic sites to be made available for public exploration, with some level of interpretation to be provided at each site.



Park Website

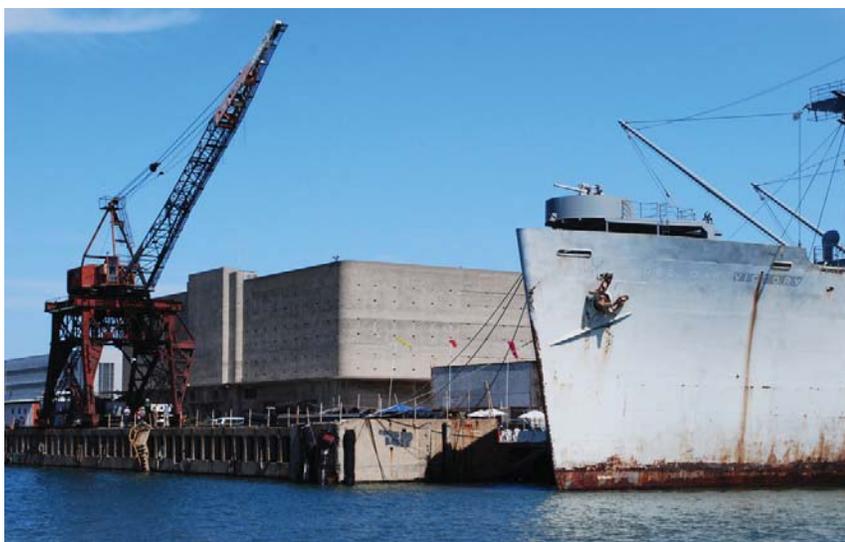


Visitors at the Rosie the Riveter Memorial in Marina Bay Park, 2005.



Ford Assembly Building

NPS VIP Photo © Jonathan Beauchamp



Red Oak Victory Ship, Whirley Crane and General Warehouse in Shipyard No. 3

Currently, however, many of the sites are in various stages of use/disuse or rehabilitation and are not accessible to the public except via drive-by viewing of exteriors. As of December 2009, the public could access the Rosie the Riveter Memorial, the San Francisco Bay Trail along the Richmond waterfront, the Kaiser Shipyard No. 3 (home to the SS *Red Oak Victory* and the whirley crane) and some areas of the Ford Assembly Plant.

San Francisco Bay Trail and City of Richmond Parks

When complete, the San Francisco Bay Trail will be a continuous, 500-mile recreational corridor that will encircle the entire Bay Area. The City of Richmond has 24.9 miles of completed trail, part of which goes through five waterfront city parks. (This trail is listed in the National Park's legislation as the Bay Trail/Esplanade.) Along the Esplanade, eight interpretive markers describe different aspects of the home front.

Rosie the Riveter Memorial

The Rosie the Riveter Memorial, located on the site of the former Kaiser Shipyard No. 2 adjacent to the San Francisco Bay Trail, is a public art sculpture that symbolizes the framework of a Liberty ship under construction. Photographs and text panels incorporated into the sculpture give an overview of the history of the home front, with a focus on women's contributions. Quotes from "Rosies" and a World War II timeline are incised into the granite walkway of the memorial.

The Ford Assembly Plant

The 500,000-square-foot Ford Assembly Plant illustrates the conversion of American peacetime industrial facilities into wartime defense plants. During World War II, 49,000 Jeeps were fabricated on the former Model A automobile assembly line, and tanks were outfitted for military



Kaiser Field Hospital

service. The Richmond plant became one of the three U.S. Tank Depots where civilian vehicles were processed for military use. Today the building is owned by a private developer and houses several commercial and retail businesses, meeting/conference spaces, and performance areas.

A staffed National Park Service visitor education center with exhibits, a theater, a bookstore, and staff offices is proposed for the plant's former oil house just east of the main building on the edge of the San Francisco Bay. The location opens onto the San Francisco Bay Trail.



Maritime Child Development Center

Kaiser Shipyard No. 3

The Richmond shipyard complex built by Henry J. Kaiser and his partners was the largest World War II shipyard operation on the West Coast. Shipyard No. 3 is the only remaining shipyard of the four that were in use in wartime Richmond. The four shipyards were designed to enable mass production of cargo ships using innovative, prefabrication techniques. A diverse workforce of 90,000 employees produced 747 ships, with an average construction time of less than one month. The Shipyard No. 3 Historic District contains five historic dry docks, a whirley crane, and six historic structures, including a sheet metal shop, general warehouse, machine shop, forge shop, first-aid station, and cafeteria. The historic district is managed by the Port of Richmond and owned by the City of Richmond. Shipyard No. 3 is also the docking point for the *SS Red Oak Victory*.



Atchison Village Duplex

SS Red Oak Victory

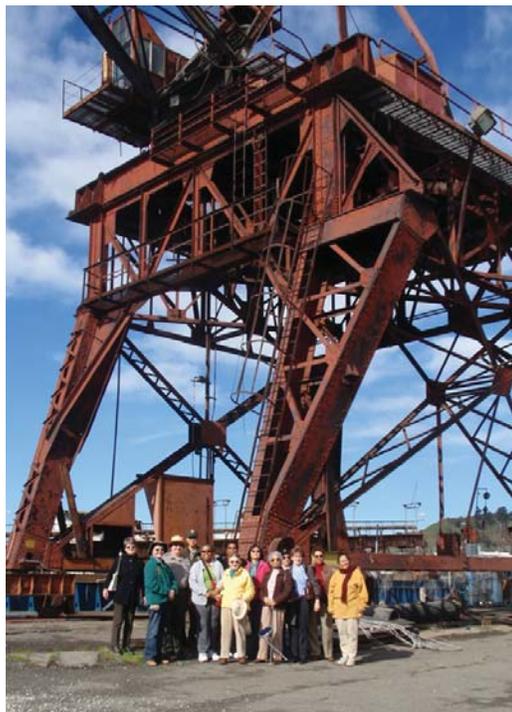
Owned and maintained by the Richmond Museum of History, the *SS Red Oak Victory* ship is staffed by museum volunteers and open for tours four days a week.

The Whirley Crane

In 2005 a historic whirley crane, used to lift the huge pre-assembled ship parts into place for assembly, was moved from former Shipyard No. 1 to Shipyard No. 3 and installed adjacent to the dry docks near the SS *Red Oak Victory*.

The Kaiser Field Hospital

In 1942, the Kaiser company inaugurated the Permanente Health Plan for shipyard workers. The plan included a three-tiered medical system consisting of first-aid stations in the shipyards, a field hospital on Cutting Boulevard, and a main hospital in Oakland. The innovative plan included a focus on preventive medicine, health maintenance, and screening for early detection and was one of the country's first voluntary pre-paid medical plans. The historic field hospital building on Cutting Boulevard survives and is privately owned.



Tour participants in Shipyard No. 3 with the historic whirley crane, 2009.

The Maritime and Ruth Powers Child Development Centers

The Maritime and Ruth Powers Child Development centers were the largest of the 12 child development centers and over 20 other smaller child care facilities created during World War II. The centers were funded by the United States Maritime Commission and incorporated activities based on child development and child psychology research from the University of California, Berkeley. Instruction included progressive educational programming, 24-hour care, meals available for purchase, health care, and family counseling. The centers are currently owned by Contra Costa County and are undergoing restoration.

It is important to note that child care also occurred through extended families, churches and other community-based organizations. However, the various places associated with these activities could not feasibly be included in the park's legislation.

Atchison Village

One of several housing complexes built to house World War II workers, Atchison Village is now a cooperative housing development owned by its residents.

In addition to these sites, most of which are mentioned by name in the legislation establishing the park, a number of other historic and/or architecturally significant World War II-era buildings survive within the City of Richmond and may eventually be venues for interpretive services. (A comprehensive list of historic sites appears in the document *Mapping Richmond's Homefront* by Donna Graves.)

Following is an informed, though incomplete, list of other local sites linked to important World War II stories:

- Filice and Perrelli Cannery,
- Carnegie Library (now the Richmond Museum of History),
- Winters Building (a former air raid shelter),
- Park Florist (formerly owned by the Katayanagis, a Japanese-American family forced to relocate to an internment camp) and several other flower/nursery sites owned by Japanese-American families,
- Nystrom Village (another wartime housing community),
- Trulson Motors,
- Greyhound Bus Station (now a restaurant),
- Galileo Club (a social organization for Italian-Americans),
- Newell's Market,
- MacGregor houses (single-family homes built by a local builder to meet WWII housing demands),
- Pullman District, and
- Club Savoy in North Richmond (a former music venue attracting African-American performers and patrons).

World War II Historic Facilities in Richmond (listed in park legislation)

Location	Status 2009	Projected Status in 5 years (2014)
Shipyards No. 3	Active, operating shipyard owned by Port of Richmond (City of Richmond); National Register of Historic Places historic district. Security concerns and limited pedestrian access or visitor parking except at SS Red Oak Victory dock. The Final Environmental Impact Report for the Honda Port of Entry at Point Potrero Marin Terminal states that "adequate public access and parking" shall be provided at the Red Oak Victory and whirley crane areas. The NPS's three-year project to research and write a Historic Structure Report (Historic Structure Report) of Shipyards No. 3 began in FY2009.	Improved visitor access, wayfinding, parking and/or shuttle service, and safety
• Shipyard Cafeteria	The NPS's Historic Structure Report will include analysis and treatment recommendations for the Cafeteria.	
• First Aid Station	The NPS's Historic Structure Report will include analysis and treatment recommendations for the First Aid Station.	
• Machine Shop	The Historic Structure Report will include analysis and treatment recommendations for the Machine Shop.	
• Paint Shop	A Save America's Treasures Grant will fund a Historic Structure Report in FY2009/2010 for the Paint Shop (also known as the Rigger's Loft). This document will include structural analysis and treatment recommendations for the building.	
• General Warehouse	The Historic Structure Report will include analysis and treatment recommendations for the General Warehouse.	
• Whirley Crane	Relocated to Shipyards No. 3 in 2005; three interpretive signs	Improved visitor access/parking/safety
• SS Red Oak Victory	Open for tours; staffed by volunteers from the Richmond Museum of History (Richmond Museum Association)	Possible exhibits highlighting the national park; programming in partnership with NPS
Ford Assembly Building complex	Private ownership (Orton Development), occupied with green industries and other tenants. Two interpretive waysides on Bay Trail are located on the east and west sides of the building: "The Home Front Legacy" (east) and "Recognizing the Past" (west/Sheridan Point)	Potential site of new NPS visitor center
• Ford Assembly Building Craneway	Performing arts and special events venue	
• Ford Assembly Building Oil House	Possible site of new NPS visitor center	

Location	Status 2009	Projected Status in 5 years (2014)
Nystrom Village war worker housing	Complex being redeveloped; five historic units to remain, with one of these units rehabilitated to become an NPS interpretive facility.	One of five units refurbished in period style and open to visitors; interpretation needed.
Atchison Village war worker housing	The property is listed on the National Register of Historic Places and is a co-op owned by the residents. The entire historic district is to be preserved. A mini-Historic Structure Report has been prepared under a Certified Local Government Grant to the City of Richmond. The report includes significance statements and treatment recommendations to help the homeowners make appropriate rehabilitation decisions.	One of the treatment recommendations in the Historic Structure Report is to include signage with the NPS arrowhead to identify the property as part of the park.
Maritime Child Development Center	Owned by Contra Costa County; scheduled to be rehabilitated in 2010. Anticipated use for school, child care, and community.	One room on ground floor refurbished in WWII period for NPS use; visitor access/tours.
Ruth Powers Child Development Center	Owned by Contra Costa County. Rehabilitation and possible new uses are under consideration at this time.	
Kaiser Field Hospital	Under private ownership (Masjid Al-Noor religious organization); no rehabilitation plans on file.	
Fire Station 67A	Owned by City of Richmond, currently in use as active station by Richmond Fire Dept.	
Rosie the Riveter Memorial	Created in 2000 for the City of Richmond on the site of former Kaiser Shipyard No. 2, now known as Rosie the Riveter Memorial Park	Sculptural memorial with graphic images
Barbara and Jay Vincent Park	City of Richmond interpretive sign: "Transforming the Waterfront"; also Liberty Ship Monument	
Harbor Master site	City of Richmond interpretive sign: "Shift Change"	
Shimada Peace Memorial Park	City of Richmond interpretive sign: "No Home on the Home Front"	Entry point off Bay Trail into RORI; possible wayfinding/orientation here.
Lucretia W. Edwards Park (formerly West Shore Park)	City of Richmond interpretive sign: "A Deluge of Humanity"	
Marina Bay Park	City of Richmond interpretive sign: "Americans All"	
Bay Trail at Spinnaker Way	City of Richmond interpretive sign: "Divided We Live"	

Partial List of Other World War II Sites in Richmond

Location	Status 2009	Projected Status in 5 years (2014)
Filice and Perrelli Cannery	Rehabilitated as "The Cannery," the structure is privately owned with space leased for various uses.	
Carnegie Library	Currently operating as the Richmond Museum of History	
Winters Building (former air raid shelter)	Privately owned; proposals have been put forward to rehabilitate the building as an educational and public gathering facility.	
Park Florist (formerly owned by the Katayanagis, a Japanese-American family)	Privately owned and operated as a retail florist	
Other flower/nursery sites owned by Japanese-American families	One site under redevelopment by City of Richmond	Potentially add site to bus tour
Trulson Motors	Privately owned	
Greyhound Bus Station	Privately owned and operated as a restaurant	
Galileo Club (a social organization for Italian-Americans)		
Newell's Market	Privately owned	
MacGregor houses (built by a local builder to meet WWII housing demands)	Privately owned single-family homes	
Pullman District	Privately owned by numerous individuals	
Club Savoy (blues music, African-American performers and patrons)		

In addition to the sites listed here, there are a number of other historic sites that may be researched and documented as potential interpretive sites in the years to come.

Interpretive Programming

At this stage, interpretive programming at Rosie the Riveter/World War II Home Front National Historical Park is developing and expanding at a measured pace as funding allows for additional staffing, visitor interest builds, and sites become available.

For All Audiences

- In 2008, the park interpretive staff initiated regularly scheduled, ranger-led tours on Thursday and Saturday afternoons at the Rosie the Riveter Memorial. These tours last approximately forty-five minutes.
- A three-hour bus tour led by a ranger attracts a capacity crowd of 16 people on a monthly basis.
- Ranger-led tours for groups are available by appointment.
- At the SS *Red Oak Victory*, self-guided tours with docent assistance are available on Tuesdays, Thursdays, Saturdays, and Sundays; a \$5 donation for adults to the ship's owner, the Richmond Museum of History, is requested.
- In spring, summer and fall months, ranger-led tours are supplemented by roving rangers (typically seasonal

employees) at Kaiser Shipyard No. 3 and the Rosie the Riveter Memorial as staffing permits.

- In 2009, a Home Front Film Festival was offered by a ranger on the *Red Oak Victory* ship, and plans are to repeat this popular six-week film series in 2010.

Given the multiple sites and stories inherent in the resources of this park, basic interpretive programs are tailored to the interests of the audience while covering a wide range of topics – for example, the changing roles of women, technological advances in industry, immigration and migration, social and racial issues, child care, health care, housing, and entertainment.

Special Programs for Youth/ Educational Groups

- Young visitors to the park gain insight into the World War II home front and its stories through several publications including the “Rosie’s Ration Book Scavenger Hunt” and the “Victory Garden Activities” booklet.
- The National Park Service has partnered with the Student Conservation Association to create several training programs. In one program, the 2008 Home Front Youth Corps, students interviewed elders about their home front experiences and created a 15-minute video documentary. In 2009, participants in another program, the Victory Garden Youth Corps, built raised beds for a local elementary school garden.
- In 2009, the National Park Service, in partnership with other organizations including the Rosie the Riveter Trust, the YMCA, and the West Contra Costa Unified School District, initiated the first local Rosie’s Girls program for middle school girls.



Educational tour for the Victory Garden Youth Corps, a partnership program between the NPS and the Student Conservation Association, 2009.

Educational Outreach

NPS staff collaborated with the Homefront (*sic*) History Project in the creation of “Richmond Voices: Understanding the Homefront History Experience through the Performing Arts,” a 4th-grade curriculum with ten lessons, each addressing a different aspect of the home front experience. The curriculum uses CD audio readings collected from Richmond-area home front participants, historic images, and a variety of worksheets, games, writing activities and creative arts to engage students in their exploration of life on the home front.

In addition to formal educational programming, park staff members provide off-site programs on an ad-hoc basis to schools and community organizations in the San Francisco Bay Area, primarily in the east bay communities close to the park. Programs are tailored to the groups’ requests and include presentations on the home front experience.

Home Front Story Collection Project

Park interpreters collaborate with cultural resource staff to collect stories and memorabilia from the World War II home front. Through printed handouts or downloadable forms from the park website, people across the country are asked to contribute biographical information, written memories and stories, home front memorabilia, and historic photographs. As of December 2009, the park had a database of more than 11,000 people who had contributed.

The park uses the database as an interpretive resource and to respond to numerous requests for World War II-era speakers or interviewees from news organizations, schools, and special event coordinators.

Volunteers

Rosie the Riveter/World War II Home Front National Historical Park maintains a Volunteers-In-Parks program to enhance the interpretive and preservation mission of the park.



Ranger Tour on the Northland, a Sea Scout vessel, during the 2009 Home Front Festival

Volunteers are from all age groups and have included interns from the Student Conservation Association, graduate students, retired community members, Girl Scout troops, corporate employee groups, and others. The park has an annual budget of \$3,000 for the Volunteers-In-Parks program to cover uniform costs, training, and recognition awards.

Special Events

Park staff members participate annually in the four main City of Richmond-sponsored events: Cinco de Mayo, Juneteenth, the 4th of July, and the Home Front Festival by the Bay. Park staff also attends and supports other special events in the surrounding communities.

The Home Front Festival by the Bay

The Home Front Festival by the Bay is an annual, multiple-venue event in October that draws thousands of people from around the San Francisco Bay Area. The National Park Service collaborates with the City of Richmond, Richmond Chamber of Commerce, Richmond Convention and Visitors' Bureau, Richmond Museum of History Association, and many other community organizations to hold this event.

In 2007, Rosie the Riveter/World War II Home Front National Historical Park was officially "launched" to the public at the first Home Front Festival. The launch ceremony, modeled on historic launches of Richmond-built ships, featured speeches from dignitaries, personal reminiscences from home front participants, and period music with audience song sheets. The second day of the festival, billed as a "Home Front Reunion," invited hundreds of surviving "Rosies" and home front workers to "an afternoon of memories and music" with presentations by local historians, dramatic presentations, and reunion photos. Ranger-led walking tours and boat tours were offered.

Interpretive Media

In 2009, interpretive media for Rosie the Riveter/World War II Home Front National Historical Park consists primarily of visual materials (text and graphics), PowerPoint presentations, and exterior interpretive signage. The following list is expected to be expanded and enriched as the park completes its proposed new visitor education center.

Audiovisual Presentations

In 2009, a contract was awarded to a media company to create two films for the visitor education center. One film will be a 10-minute orientation to the National Park sites in Richmond, while the other, longer film will focus on the national World War II home front story.

Park staff members have created more than 30 different PowerPoint programs to show at various programs and events. A DVD focusing on African American World War II home front history in Richmond, using a personal narrative,



NPS and City of Richmond wayside entitled, "Deluge of Humanity", along the San Francisco Bay Trail in Richmond, California

was created by an NPS employee who worked in a segregated union hall in Richmond during World War II.

Exhibits

- The SS *Red Oak Victory*, through the Richmond Museum of History, maintains a permanent exhibit highlighting the history of the ship and the Kaiser shipyard.
- The Richmond Museum of History maintains a permanent exhibit on World War II at the museum near downtown Richmond.
- The City of Richmond sponsored and maintains the Rosie the Riveter Memorial, a public art project that integrates numerous quotes and images into a walkway with three sculptural elements representative of a Kaiser-built Liberty ship. The memorial was described by the designers as a "construction metaphor exploring the symbolic connection between building ships and the reconstructive processes of human memory."
- The Craneway Pavilion of the Ford Assembly Building displays several large historic photographs of the building.
- The park's other partner organizations have no interpretive exhibits at the various historic locations at present.

Publications

The park provides several free publications, including:

- Rosie the Riveter/World War II Home Front National Historical Park temporary unigrid brochure (Official NPS Map and Guide)
- Self-guided driving tour brochure to park sites
- Marina Bay Trail Guide
- Ferry Point Loop Trail Guide
- Ranger-led bus tour handout booklet
- "Rosie's Ration Book" scavenger hunt booklet for youth
- "Partnering for the Home Front" a biannual newsletter

Wayside Exhibits

- Three National Park Service wayside exhibit panels stand in Shipyard No. 3 adjacent to the whirley crane near the entrance to the parking lot of the SS *Red Oak Victory* ship.
- The City of Richmond maintains eight interpretive signs on the San Francisco Bay Trail along the Marina Bay Esplanade. The shapes of these tall, vertical wayside panels evoke a curved ship's bow, and their titles and content aptly sum up many of the themes of the historic park:
 - "No Home on the Home Front" at Shimada Peace Park
 - "Transforming the Waterfront" at Barbara and Jay Vincent Park
 - "Divided We Live" at Spinnaker Way
 - "Americans All" at Marina Bay Park
 - "Shift Change" at the Harbor Master site
 - "A Deluge of Humanity" at Lucretia Edwards Park
 - "The Home Front Legacy" on the east side of the Ford Assembly Plant building
 - "Recognizing the Past" on the west side of the Ford Assembly Plant building at Sheridan Point
- A set of interpretive signs sponsored by the National Park Service, City of Richmond and the Trails for Richmond Action Committee has been designed for Shipyard No. 3. These designs include
 - a 16-foot-high Cor-Ten steel silhouette of a woman welder;
 - trail signs throughout the shipyard highlighting the woman welder;
 - five interpretive panels (two large wedges, five smaller ovals):
 - "War Boomtown,"
 - "Remnants of a Shipbuilding Past,"

- “Women’s Work,”
- “War’s Melting Pot,” and
- Homefront Innovations”; and
- two 30”x40” interpretive panels at the Cafeteria Building (“Wartime Changes”) and the whirley crane (“Smooth Operator”), respectively.
- Memories of Macdonald Waysides
In 2009, five interpretive sculptural markers have been installed by the Richmond Community Redevelopment Agency along Macdonald Avenue, Richmond's main street. The markers interpret themes associated with World War II and Richmond's general development, while calling attention to specific historic structures that remain on Macdonald. Associated cast iron panels installed in the adjacent sidewalk use personal quotes to expand on the interpretive themes. Six more markers will be installed in 2010 or 2011. Like the Bay Trail project, these markers are graphically identified as components of Rosie the Riveter/World War II Home Front National Historical Park.

Web Offerings

In addition to its on-site interpretive media, Rosie the Riveter/World War II Home Front National Historical Park offers a rich array of resources through its NPS website. The History and Culture link connects virtual visitors to such substantive documents as the Historic American Engineering Record (HAER) report on the Ford Assembly Plant building, the documentation nominating several park-related sites for the National Register of Historic Places, the original feasibility study for forming the historical park, and a highly visual and entertaining online exhibit of Rosie memorabilia conceived and developed by a park volunteer.

Media Assets

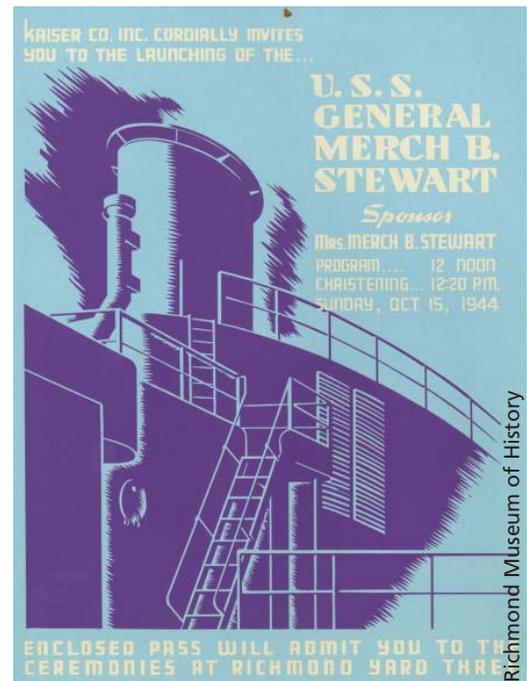
Media assets include park resources such as documents and artifacts that are available to support the design of personal services programs, interpretive media, and research.

Museum Collections

History artifacts: 1,209 items

As of December 2009, the park museum collections are stored in museum cabinets in a designated room at the park headquarters in Richmond, California.

The artifact collection consists primarily of World War II-era clothing, work equipment including welding helmets, security badges and other World War II home front work, and personal memorabilia. New donations and acquisitions are subject to review by the curator and are accepted if they fall within the museum’s Scope of Collections Statement and if storage space is available. All collection materials are cataloged as cultural



Cover art from the program for the launching of the Kaiser Company built troop transport ship, the U.S.S. General Merch B. Stewart, 1944.

resource collections in the NPS Interior Collection Management System (ICMS) database.

The park has no natural history collections.

Collections access for individuals or groups for tours, research, exhibits, or loans is through the curator by appointment.

Archives: 12,930 items

The archival collections of the park are also stored in museum cabinets in a designated room at the park headquarters in Richmond, California.

The archives consist primarily of first-person stories written by home front participants and their relatives, photographs, primary documents, printed materials, and art donated by people who were part of the home front. Examples of primary documents

in the collection include personal and company photographs, correspondence (such as V-mail), aircraft and ship-building company or government-issued worker information, training materials, ration books, certificates, awards, and personal documents such as scrapbooks, pay slips, marriage licenses, and ID cards.

The archives also contain a number of World War II-era printed materials such as brochures, advertisements, leaflets, pamphlets, posters, clippings, company newsletters, and events programs. Approximately 75% of the collection material is original, with the remaining 25% consisting of photocopies and digital prints of original documents and photos.

Permanent park records and reports documenting the administrative and resource management activities of the park are also part of the archival collection.



International Women's Day tour with NPS park partners, East Bay Regional Park District and the SS Red Oak Victory Ship, 2007.

All collections are cataloged in the NPS Interior Collection Management System database.

A systematic project to digitize the photographs in the collection began in 2006 with the creation of a Filemaker Pro visual database. This database is available to the interpretive rangers for use in programs. (Rights, restrictions, and credit lines for using the materials are indicated in a data field.) In the future these digital images may be made available to the public, depending on copyright status, for education, exhibit and research purposes.

Park Library

The park library includes a large collection of reference material specific to the park's cultural history. There are currently 819 cataloged library items available in the library, and more than 100 items (books, multimedia and reports) that have not yet been cataloged. A large four-drawer file cabinet is filled with background information about the various park sites.



Richmond Museum of History

Issues and Influences

"Let me tell you this. I was 23. I never had a job. My husband was an electrician. I told him, 'I'm going to work, too.' He said, 'no you're not.' That same afternoon I went to the hiring hall."

- an anonymous quote on the Rosie the Riveter Memorial

As Rosie the Riveter/World War II Home Front National Historical Park looks to the future, the key issues and influences affecting interpretation can be categorized under six broad topics:

- Public perceptions
- Partnership actions and interactions
- Physical status of sites
- Transportation/logistical matters
- Archival and collections concerns
- Park financial and staffing resources

Public Perceptions

Although no statistically valid surveys exist, focus group and stakeholder conversations confirm that public perceptions of Rosie the Riveter/World War II Home Front National Historical Park are largely favorable when the park is perceived as a community development tool for the Richmond area. However, beyond this generally favorable impression of the park as an economic booster, both local and non-local audiences are likely to be unsure or confused about the meaning of the park, its cohesiveness, its personal relevance to them, and its safety, especially before they visit.

- Confronted with park promotional materials employing propaganda images from World War II, some visitors may assume that the park is a “war park” that glorifies war.
- With no central gathering place as yet, visitors perceive the park – rightly, in fact – as unfinished and without enough to do and see.
- Visitors routinely ask where the Rosie Museum is.
- Unless exploring family stories or accompanied by an older adult of the World War II generation, younger families are unlikely to perceive this park as a specific day-trip destination.
- Although Bay-wide perceptions are improving (driven partly by housing prices that lure middle-class buyers to the area), the City of Richmond has long battled both the perception and the reality of high crime rates, stubborn unemployment, and

related social problems. Bus tours through areas protected by barred windows do little to improve this perception.

Partnership Actions and Interactions

The idea of a “partnership park” where the National Park Service offers guidance and programming but does not own any of the sites carries inherent risks. Among these may be disagreements and turf wars among the partners, inability of some partners to deliver on promises, duplication of effort, inadequate or substandard programming by one or more partners, and conflicting messaging and branding.

At this juncture, Rosie the Riveter/World War II Home Front National Historical Park seems to suffer little from these potential problems. However, two potential problems surfaced in several forms throughout the November 2008 stakeholder meetings and in interviews with staff. These are:

- Some, if not all, of the Rosie partners look to the National Park Service as the “leader” of the partnership and rely on the park staff for more time, resources, and leadership than their multiple National Park Service responsibilities will permit them to give. Over time, these partner expectations and subsequent disappointments (unless the issue is addressed) may begin to impact the park’s collaborative spirit in a negative way.
- No formal, timely communications structure and approval process exists among the partners regarding interpretive programming or media.
- Clearly, some partners are far more vested in the process of building the park than other partners. This imbalance may become more challenging over time.

Physical Status of Sites

As stated earlier, Rosie the Riveter/World War II Home Front National Historical Park is a park in development, and at present only a few sites are open for public visitation. Yet the long-range planning for accessible sites is extremely ambitious, and the National Park Service has no control over when, how, or indeed, if ever, some sites will be rehabilitated and/or made accessible for visitors.

The proposed 10,000-square-foot NPS visitor center in the Ford Assembly Plant complex will go a long way towards giving park visitors a worthwhile experience and a much-needed answer to the “Where?” question. The right mix of personal interpretive offerings, exhibits, interactive media, and collections access can offer a rich, compelling experience that touches on all the primary interpretive themes, even if the now-rundown child development center buildings remain in their current state for years to come.

Transportation and Logistics

Visitors to this unique historic park face daunting transportation and logistical hurdles because the park is spread

out across numerous recreational, commercial, and industrial districts far beyond normal walking distances. This problem will be partly alleviated when the National Park Service visitor education center is completed. Still, significant difficulties will remain. For example:

- No regularly scheduled public transportation connects all the sites.
- Parking is difficult at the smaller sites, especially for large vehicles such as motor homes.
- Although the Rosie the Riveter Memorial, San Francisco Bay Trail, and Ford Assembly Plant complex are fully accessible, accessibility for those with mobility impairments varies at other sites. For example, the SS *Red Oak Victory* Ship has a steep gangplank and ladders throughout the ship.
- At least one site, Shipyard No. 3, is a busy industrial area with heavy machinery, a degree of industrial clutter, and an active port imposing strict security measures that prohibit casual strolling.
- The San Francisco Bay Trail, which connects many of the sites along the waterfront, is a multi-use trail frequented by fast-traveling groups of bicyclists who are sometimes unintentionally intimidating or dangerous for pedestrians.

Museum and Archival Collection Concerns

Rosie the Riveter/World War II Home Front National Historical Park was conceived as the focal point within the National Park Service for collecting, preserving, and telling the stories of the World War II home front. As the World War II generation ages, the park stands to acquire thousands, if not millions, of additional items and records in the coming decade.



National Public Radio interview with NPS Volunteer Rosie Docents, 2008.

To date, the focus has been on acquiring materials guided by the Scope of Collection Statement. Key questions relevant to interpretation include:

- How will the public be able to explore these items in the museum collection beyond the confines of a permanent exhibit?
- How can people actually see or hear these materials at their own pace?
- How can these collections be used by visitors to forge connections with the World War II home front experience?

Because this park is dedicated to the uniquely personal experiences of millions of home front individuals, easy public access to oral histories and other archival materials is fundamental to the park's interpretive goals.

Park Financial and Staffing Resources

Except for public entities such as the City of Richmond and the National Park Service, whose budgets are a matter of public record, information on the financial and human resources of the various park partners is generally unavailable, and these entities'

management allocation decisions regarding the park are strictly voluntary.

Within the National Park Service, staffing for Rosie the Riveter/World War II Home Front National Historical Park is cooperatively managed (i.e., shared) with three other park sites in the area: John Muir National Historic Site, Eugene O'Neill National Historic Site, and the Port Chicago Naval Magazine National Memorial.

To align the interpretive division with multi-park management, the division was reorganized in FY2007. One permanent park ranger/interpreter is stationed at Rosie the Riveter/World War II Home Front National Historical Park and is designated as lead interpreter for the park. Additionally, one temporary summer (seasonal) interpreter and a part-time student worker present programs for visitors. The park also has a temporary Outreach Specialist to conduct community outreach and develop partnerships to engage a diverse audience. Regularly scheduled programs were first offered at the park beginning in FY2007.



NPS Volunteer Rosie Docent panel



Recommendations

"We need to ask ourselves: 'What will our grandchildren experience when they come here? What will they think about the decisions we have made?'"

- Janet McBride, as quoted on the San Francisco Bay Trail wayside, "Recognizing the Past"

Future Interpretive Program

Rosie the Riveter/World War II Home Front National Historical Park has made tremendous strides since it was authorized in 2000. It enters its second decade as a unique, fascinating park with great potential. Its ability to realize that potential requires consistent, integrated interpretive programming that brings its disparate sites and stories to life, even as the park's built environment changes over the years as various sites are rehabilitated and their primary uses change.

In stakeholder and park staff workshops during the planning process, the challenge of this park became evident: an abundance of possibilities for sites and stories, but few guidelines or resources to aid staff and partners in setting priorities.

Discussions with park staff addressed this issue directly. Team members agreed that, as a park still in its formative stages, Rosie the Riveter/

World War II Home Front National Historical Park needs a strategic, sequential approach for developing interpretive programs. This approach must serve on-site visitors, but also continue to engage and energize the local community: local community members and groups are critical partners, potential beneficiaries and a source of resources over time. In addition, park interpretive resources need to be accessible to a large virtual (web-based) national audience for World War II and home front stories.

Accordingly, team members proposed a simple, clear focus for setting short-term, mid-range, and long-term interpretive priorities. Although participants recognize the need for flexibility and responsiveness in changing circumstances, they will be able to use these guidelines as helpful decision-making tools.

- **Local Focus:** Short-term goals (1 to 3 years) in this plan will focus on activities that address the four



NPS Student Conservation Association Volunteer at the Rosie Memorial

primary interpretive themes while also building up the park's local, community-based identity and involvement, including youth outreach, training volunteers, and helping strengthen partnership organizations.

- **Regional Focus:** Mid-range goals (4 to 6 years) will focus on activities that address the four primary interpretive themes while also increasing the park's interpretive outreach and presence throughout the San Francisco Bay Area.
- **National Focus:** Long-term goals (7 to 10 years) will focus on activities that address the four primary interpretive themes while also expanding the park's national presence through web-based media (including interactive mapping of relevant sites), traveling exhibits, liaisons with other parks or sites that tell parts of the home front story, and similar activities.

Using this framework, it is hoped that interpretive programming at Rosie the Riveter/World War II Home Front National Historical Park will evolve over the coming decade into a sustainable combination of community and National Park Service involvement; that it will be a recognized and established part of San Francisco Bay Area history and heritage; and that it will embrace a richer, fuller understanding of the intertwined local and national stories of the home front.

Parkwide Recommendations

What might the interpretive program at Rosie the Riveter/World War II Home Front National Historical Park look like in 10 years? Much will depend on the successful rehabilitation and adaptive reuse of various sites and structures that are not owned by the National Park Service. The community stakeholders and the park planning team envisioned

a compelling, inspirational interpretive program using these key elements:

- enthusiastic, well-trained personal interpreters (both National Park Service and partners) offering accessible programs at various locations throughout the park;
- a new visitor center with engaging, hands-on interactive exhibits appealing to many different learning styles and with numerous artifacts on display; and
- a strategic mix of tools and techniques enabling self-guided exploration of the park, including
 - prominent wayfinding/identity signs;
 - printed tour maps/brochures;
 - interpretive signs at numerous sites;
 - library holdings with some level of visitor access (perhaps in cooperation with county/city public libraries);
 - visitor-accessible displays inside various historic buildings; and
 - state-of-the-art electronic resources (interpretive programming, mapping, tour information) for pre-visit or on-site/on-demand download via personal media devices.

The recommendations on the following pages address these interpretive programming elements by type, location, and ranking as short-, mid- or long-term implementation goals. The historic facilities table (page 13) summarizes the 2009 status of the various sites available or potentially available as interpretive resources. A matrix of themes, locations and interpretive services (page 40) presents personal and non-personal interpretive services and themes as they relate to specific park locations. The final section consists of an implementation plan (page 48) listing all recommended interpretive services, providing cost ranges, and prioritizing each entry for short-, mid-, or long-term implementation.

Personal Services

The National Park Service should restore and sustain permanent and seasonal Interpretation and Education positions necessary to accomplish core functions and to meet operating standards. A successful Interpretation and Education Program requires the National Park Service to maintain a highly skilled ranger staff.

NPS Interpretation and Education Program
Business Plan
Fall 2006

In 2009, the National Park Service interpretive staff based at Rosie the Riveter/World War II Home Front National Historical Park included one permanent full-time park ranger (designated as lead interpreter for the park), one temporary summer (seasonal) interpreter, a part-time student worker and one temporary outreach specialist. These park staffers offer regularly scheduled interpretive tours at the Rosie the Riveter Memorial, monthly bus tours, occasional roving services, educational programming and outreach, participation at many special events, and outreach liaison work with the community.



Rangers and volunteer at the NPS museum booth, Home Front Festival, 2009

As the park grows in popularity and available sites, including the new visitor center, staff demands will necessarily increase. While some functions may be managed as collateral duties, others will require additional staff. This plan identifies the following personal services needs over the next 10 years.

- Develop an approved staffing plan for interpretation, including a strategy for sequencing and coordinating funding requests, to cover basic interpretive services and support future management goals for visitor services. In addition to visitor center staffing and interpretive rangers for personal tours and roving, key elements of a future interpretive staffing plan might include:
 - A permanent partnership/volunteer coordinator position, with duties to include managing cooperative agreements and providing grant consulting and volunteer training for partners
 - An education/outreach specialist
 - A media specialist
 - A formal recruitment plan to strengthen and enrich the interpretive program by increasing the diversity of staff and volunteers

Supporting details for these positions appear under Staffing Needs.
- Develop baseline standards for interpretive programs to ensure that visitors receive relevant and accurate information on all four of the park's primary interpretive themes, and implement a regular evaluation process for both content and presentation.
 - Consider frequent informal observation and tracking of interpretive programs' effectiveness to observe visitor response and engagement – an approach that, according

- to the 2006 NPS Servicewide Interpretive & Education Evaluation Strategy, is “seldom used” but “could provide cost-effective indications of media and service effectiveness.”
- Consider using formal evaluation tools such as visitor response cards, techniques as suggested in the NPS Servicewide Interpretive & Education Evaluation Strategy, Volume Two, or visitor surveys conducted by the Visitor Studies Program.
 - Provide regular training opportunities for interpretive staff, including online programs and conferences, to encourage updating and sharpening of interpretive skills to meet the needs of contemporary audiences.
 - Encourage interpreters to broaden interpretive programming by developing additional programs on subthemes of particular personal interest or timeliness.
 - Work with partners to make interpretive training available online or in person to all partners’ volunteers.¹
 - Continually reevaluate visitor attendance patterns at sites and programs to ensure that interpretive programs are offered at appropriate times and places.
 - Add ranger- or partner-led tours as needed.
 - Increase roving interpreters.
 - Expand the current schedule of narrated bus tours to accommodate more visitors. In 2009, the once-a-month, 16-seat bus tours were typically filled to capacity, yet for many visitors, the bus tour may be the single best option for seeing and understanding the full context of the park.
 - Explore options for interpretation of the Miraflores site, a historic Japanese American plant nursery, as part of mitigation for the site’s current redevelopment as housing.
 - Introduce a limited number of period-costumed living history interpreters for special events and periods of high visitation. These interpreters may be park staff, partners, professional actors, storytellers, or volunteers, and their expertise as living history practitioners will vary. For example, some may simply appear in period costume, while others may fully inhabit their roles as historical figures – but visitors will find them engaging and memorable regardless.
 - Coordinate and host appearances by local or regional craftspeople working in relevant skilled trades (such as metalworking) to provide demonstrations of labor techniques and innovations dating to the home front years.
 - Explore the development of guided tours of park sites by watercraft. As documented in the General Management Plan, the City of Richmond has high hopes for attracting increasing numbers of recreational boating tourists. If the city’s marketing efforts are successful, many sites associated with Rosie the Riveter/World War II Home Front National Historical Park may find a receptive audience for water-based tours. Such tours may be led by park staff, partners or volunteers; self-guided for kayakers and larger privately owned watercraft; or (most likely) provided by commercial tour operators with NPS interpretive guidance.

Personal Services – Community Outreach

Community and partner relations, educational programs, and volunteerism are critical to the success of the park’s interpretive efforts. To that end, park management and staff are committed to sustaining a visible presence in Richmond that communicates the park’s themes and inspires local support. The following recommendations are designed to strengthen the park’s off-site interpretive messaging:

- Create a dedicated staff position devoted to education. To date, the park has achieved significant success with current staff and partners (notably, the Rosie’s Girls program); a dedicated education specialist could build upon the programming and outreach already developed.
 - A formal evaluation of the Rosie’s Girls program, a small but highly visible program in the community to date, could help NPS staff prioritize its educational efforts and allocate resources for maximum impact among educators and youth.
- Work with educators to create grade-level-appropriate curricula that meet state standards and draws on the resources of the park; also determine the most effective distribution method.
- Consider adapting grade-level curricula for distance learning via the web, including virtual tours and a virtual classroom with webcam and webcast capability for capturing live presentations and conversations.
- Explore the feasibility of creating a Roving Rosie customized traveling bus, based on the premise that if schools cannot come to the park due to budget constraints, the Roving Rosie bus could bring the park to schools and community centers. Modeled on customized vehicles such as bookmobiles and movable health-care units (bloodmobiles and mobile labs), a customized education bus could deliver educational programming to hundreds of community centers and schools throughout Contra Costa County and the San Francisco Bay Area; support a variety of youth programs; and promote the park at community events, job fairs, and other settings.
- Work with partners to create a speaker’s bureau with a menu of topics and speakers available for delivery to civic and community groups.
- Continue sponsorship and participation in the annual fall Home Front Festival and other community events in Richmond.
- Work to provide partnership organizations with the support they need for events.



NPS Volunteer Rosie Docents being honored by the mayor of Richmond during Women’s History Month, 2007.

Non-Personal Services/ Interpretive Media

To remain relevant to today's visitor, the NPS must be a leader in the use of technology applied to informal learning.

NPS Interpretation and Education
Renaissance Action Plan Fall 2006

Indoor Exhibits

National Park Service staff and partners have begun planning for the proposed visitor education center, which will include at least 5,000 square feet of proposed exhibit space. The park has a great opportunity to create world-class exhibits in this space.

In addition, the 2009 General Management Plan proposes an unspecified number of indoor exhibits at other locations, including the SS *Red Oak Victory* and the Richmond Museum of History.²

Exhibits in the New Visitor Center

- Create a small task force to work with and oversee the professional exhibit design and fabrication team(s) chosen to create the exhibits. This task force should have a clearly defined leader/decision maker (probably the Chief of Interpretation) and should be active from initial planning through the first year of operation (for troubleshooting).
 - Choose this internal team strategically, as interpersonal dynamics as well as skill sets
- Review community and educator input on the proposed exhibits. In a front-end evaluation conducted in May/June 2009, consultant Daniel Quan Design sought input from community residents and local educators on exhibits for the new visitor center. In this evaluation, teachers were quite specific, seeking immersive experiences and hands-on exhibits, topics with relevance to today's youth (child care, ethnic diversity), and live interpretation whenever possible. Community leaders, as a group, offered less-specific responses but generally expressed a desire for engaging exhibits, archival access, and a visitor center that could also be used for community gatherings.



American Bureau of Shipping welding certification card, 1943.

and personal interests can dramatically affect the direction and effectiveness of the final exhibit product.

- Consider sending some or all task force members on site visits to examine and discuss several professionally designed exhibits that appeal to different learning styles and meet 21st-century interpretive standards for media, self-pacing, and accessibility.
- If necessary, provide opportunities for an “Exhibits 101”-style basic course (on-site or online) from the National Association for Interpretation or other professional group for key members of the team to familiarize them with steps and roles involved in the exhibit process.
- To ensure that the exhibit process stays on schedule, adjust task force members' workload accordingly during peak periods of exhibit development. Especially for the leader of the task force, working with and responding promptly to the needs of an outside exhibit team can be time-consuming.

- In addition, to best support the park’s long-range interpretive planning and programming, the interior design of the new visitor center/exhibit space should address the following:
 - Universal accessibility into and within the exhibit space, including rest areas with seating
 - Controlled lighting, sound baffling, and directed sound in exhibit areas using extensive multi-media (Clerestory windows used in many energy-saving or LEED-certified contemporary architectural interiors can pose difficulties for exhibit elements using special lighting effects, computer screens, video, and other audiovisuals.)
 - Deliberate “future-proofing” in the building and its immediate environs for the media technology of the future – i.e., flexible and expandable electrical and computing infrastructure, including wireless and high-speed cable capability
 - A sound-proof, flexible multi-use auditorium to show the newly commissioned videos as well as host special events
 - A space for traveling or temporary exhibits and live demonstrations by local craftspeople
 - A gathering space for large groups (for example, a school bus full of children or a tour bus of senior citizens) as they organize to begin a ranger- or volunteer-led tour
 - A classroom space that may also double as an indoor place for school groups to eat lunch during inclement weather

Other Indoor Exhibits

In addition to the park’s visitor education center, other sites and facilities within the park or community have or will have indoor exhibits as more facilities are rehabilitated. Unlike the visitor center, these sites will not be in spaces managed by the National Park Service; however, the interpretive staff can provide best-practices guidance for these installations as follows:

- For all non-NPS exhibits: Encourage partners to make exhibits or demonstration spaces as user-friendly and accessible as possible, and to minimize approaches that feature static, untouchable historic furnishings on display behind a silken cord or glass case.
- For all non-NPS exhibits: Provide consultation as necessary on accepted conservation techniques and display of artifacts and archival materials.
- For the Maritime and Ruth Powers Child Development Centers: Work with Contra Costa County and other partners to create an evocative, immersive exhibit experience in one or both of these spaces, conveying key messages inherent in the park’s primary interpretive themes.



Interactive exhibit provided by the NPS at the Rosie Trust Gala dinner, 2009.

- For the SS *Red Oak Victory*: Consider working with the ship's owner, the Richmond Museum of History Association, to upgrade and refresh the ship's internal exhibits in a time frame to coincide with the opening of the new visitor center exhibits.
- For the Richmond Museum of History: Consider working with the museum to launch a special exhibit to coincide with the opening of the new visitor center exhibits.
 - Explore the possibility of a regular schedule of resource sharing (artifacts and archival materials) in temporary exhibit spaces at the visitor center and the museum, accompanied by promotional materials highlighting the museum's role as a partner.
- For the Shipyard Cafeteria: The opportunity for interpretation here should not be overlooked. A dignified but impressive lobby-based interpretive exhibit space could be created to display some of the park's smaller artifacts, memorabilia, and historic photographs.
- For the Kaiser Field Hospital: Pursue a small interior interpretive exhibit or a wayside exhibit as soon as feasible. Although this facility is privately owned and inaccessible to visitors at present, the story it represents stands out as a major, widely influential, and extremely topical theme for the park as the nation engages in the struggle to remake its health-care system.

Traveling Exhibits

- As a long-term goal, perhaps to celebrate the NPS Centennial in 2016, the park could create a professional-quality traveling exhibit on the home front experience. This traveling exhibit could include some of the park's growing collection of artifacts and archival materials acquired from donors across the nation.
 - Such an exhibit could be a first step in a continuing process of networking with other parks and historic sites, both within and outside the NPS that deal with aspects of World War II and the home front experience.

Exterior Exhibits

The City of Richmond's Community Redevelopment Agency and the National Park Service already have some two dozen interpretive signs completed or underway throughout the park and in historic downtown Richmond.

As of December 2009, the only National Park Service-owned interpretive waysides are three signs near the whirley crane in Shipyard No. 3 and a bulletin board at the Rosie the Riveter Memorial. Yet throughout the national park system, wayside exhibits remain one of the least expensive, most effective ways to enhance visitor experiences, especially in widely dispersed, multi-themed settings with minimal staff. Wayside exhibits are available 24 hours a day, seven days



San Francisco Bay Trail ribbon-cutting ceremony at the site of the future Rosie the Riveter Visitor Center.

a week, and create a strong, unified National Park Service presence throughout the park.

- Working with its partners, the park should spearhead a comprehensive, sequential parkwide wayside exhibit plan, incorporating all sign projects currently underway or on the horizon among the partners.
 - With striking, innovative sign projects currently underway by its partners, park staff could explore its own prospects and funding resources for creating innovative signs, perhaps with tactile or multi-media components, that go beyond the traditional National Park Service wayside signs.
 - Although future changes at park sites will dictate some of the sequencing of a parkwide wayside plan, a number of locations and topics can be identified.
 - In addition to considering locations within the boundaries of the park, the wayside plan should evaluate visitor traffic patterns to determine the usefulness of installing wayfinding/interpretive kiosk units at other entry or access points such as Bay Area Rapid Transit (BART) stations, airports, or selected commercial marinas.
 - The existing interpretive exhibit at the Rosie the Riveter Memorial needs to be upgraded to a larger kiosk with more information.
 - A parkwide wayside plan will help partners avoid duplication and serve as a funding guide for the future.

Audiovisual and Electronic Media

Innovative use of existing and emerging technology can maximize both the visitor's experience as well as employee effectiveness. . . . Visitors, especially the young, are using new tools to access information accessible in many forms that can address thematic subjects for multiple parks and resources. These technological tools provide outstanding opportunities for orientation, information, and in-depth learning – and improved experience that fosters connection with and stewardship of parks.

NPS Interpretation and Education Program
 Business Plan
 Fall 2006

Short documentary films and audiovisuals within exhibit spaces are standard and often very effective offerings in National Park Service visitor centers. In anticipation of the new visitor education center, Rosie the Riveter/World War II Home Front National Historical Park has already taken steps to commission two films to be shown in the future visitor education center theater. These films, one an orientation and overview of home front stories in Richmond and another focused on national stories of the World War II home front effort, will be shown on a regular schedule in the visitor center and also available for purchase in the bookstore.



Image frame from the short film "This is it! Betty Soskin" featuring NPS Ranger Soskin, which is available on YouTube.

A growing number of leisure travelers also rely on self-accessible electronic media (for mapping, podcasts, or cell phone tours) to guide them and enrich their tourism experience. Such tools allow visitors to proceed at their own pace and follow their own interests and attention spans in selecting sites. They can choose their own adventure. With its wealth of media resources, Rosie the Riveter/World War II National Historical Park can use this trend to great advantage.

The following recommendations address interpretive media provided in both stationary and ambulatory settings.

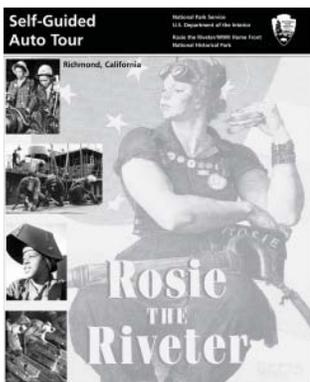
- Make a number of copies of the two films available free of charge to selected groups (partners, schools) for publicity, educational, and outreach purposes. Also publicize these materials' availability for purchase by individuals at the visitor center or through the online store.
- Consider the installation of several self-contained, highly visible visitor sound booths within the visitor center (but outside the main exhibit space) to allow visitors quick, easy access to short video clips containing a limited number of interesting oral histories. Unlike the oral history clips that will become part of the permanent exhibits in the main exhibit space, these short clips could be changed frequently, thus appealing to casual repeat or local visitors who have neither the time nor the inclination to visit the archives or the full exhibit hall. These short clips could also do double duty as web-based smart-phone downloads or YouTube or other web video entries.
 - Stakeholder groups have repeatedly said they wanted to hear stories from "original Rosies," and this approach will provide easy, changeable access.
- Create or adapt very short (90- to 120-second), self-accessed audiovisual installations using period newsreels, oral histories, and documentary photography to add authenticity and liveliness to other exhibit or demonstration spaces in sites throughout the park. For example:
 - At the Child Development Centers, show children of the Rosies engaged in learning and play.
 - At the Atchison Village display, show progressive aerial maps of Richmond's growth, period views of housing construction, and news footage depicting the influx of new residents.
 - At the Kaiser Field Hospital, show historical footage of Kaiser-paid medical professionals and workers receiving vaccinations, physicals, or other employer-paid health care.
- Consider the use of permanently installed, self-accessed audio installations at a limited number of sites where an authentic, voiced oral history may have special relevance. This approach, though sometimes considered old-fashioned, is relatively inexpensive and will bring real-life voices to visitors who do not carry or cannot access personal electronic devices.
- Continue and possibly expand the successful SS *Red Oak Victory Home Front Film Festival*, which features 1940s-era movies shown on the ship on summer evenings (2nd and 4th Thursdays in 2009). Expansion plans might include other locations, supplemental guest lectures and discussions, and other activities as appropriate.
- Consider launching the youth group's video productions on YouTube or other web-based platforms.

- Re-create the self-guided driving tour as an audio piece (for Ipod, Iphone, MP3, and future formats) and make it available on the web for download to visitors’ devices.
- Make all existing tour guide material (driving tour, unigrd brochure, site bulletins as they are developed) available on the web for download to personal electronic devices. (Some materials are already online.)
- Create a set of unique audio programs specifically for visitor access through personal electronic devices. These may include a cell phone tour (perhaps a reworking of the driving tour) as well as professionally crafted high-quality audio tours of specific sites, perhaps zoned for children and adults, similar to those provided at many fine arts museums.
 - With long-range coordination, these self-accessed audio tours could be coordinated with wayside signs or printed maps through use of simple, consistent icons throughout the park.
- Continue producing the quarterly park newsletter, “Partnering for the Home Front,” and consider setting specific distribution goals, including print, email distribution, and web hits, to measure and expand its reach.
- Expand the current education curriculum to reach the full range of K-12 students, based on needs and standards from the California State Board of Education and Contra Costa County and other nearby counties. (As of 2009, the only educational curriculum available to schools regarding the park is the program “Richmond Voices: Understanding the Homefront History Experience through the Performing Arts” produced by the Homefront History Project.)
- Create standard NPS interpretive site bulletins for each historic site as it becomes accessible to visitors. A great deal of site information exists within the park’s extensive website and links, in news releases, and in various City of Richmond materials – but these materials need to be available in a convenient and user-friendly format for visitors. A series of site bulletins can offer accurate, in-depth information about each location or topic in a single, condensed format. Site bulletins should be available for download from the website, distribution at the new visitor center and possibly in kiosks or brochure racks at individual sites as well.

Publications

Despite the growing demand for electronic media, high-quality printed materials remain crucial to an effective interpretation program. The following recommendations anticipate that with the opening of the new visitor education center, demand for park publications will increase.

- Update the driving tour brochure (dated May 2009) to be ready before the new visitor center opens.
- Update the temporary unigrd park brochure (Official NPS Map and Guide) to reflect the location of the new visitor center and any other sites newly opened for public access.



Cover of Self-Guided Auto Tour available for download on the Rosie the Riveter website.

Themes, Locations, and Interpretive Services Matrix

Effective interpretation is a unique combination of personal or non-personal communication techniques, thematic stories, and tangible resources such as distinct locations or specific objects. Ideally, a park’s interpretive program will pair each interpretive theme with the most relevant setting or resource and the most effective communication technique for the targeted audience.

Because the primary themes for Rosie the Riveter/World War II Home Front National Historical Park are often more conceptual than place-based, however, planning interpretive services to provide adequate coverage of all themes for all audiences at widely dispersed sites is challenging. Offering a balanced range of interpretive services will enable a wide range of visitors to glean a big-picture sense of the park, no matter where they enter it to pursue their particular interests.

One tool for analyzing the combinations of themes, audiences, and sites is the following table, which lists primary interpretive themes, interpretive

services and proposed locations throughout the park. An additional column indicates which combinations are most likely to reach which targeted audiences. “All audiences” includes visitors of all ages and assumes areas that are accessible to people with disabilities; “youth” refers generally to children under the age of 11, while “older youth” includes ages 12 and up.

This themes/locations table offers a simple, visual snapshot-in-time to assess the interpretive plan: Does the plan provide for adequate, relevant interpretive programming and services that will help visitors connect the park’s primary themes (i.e., its meanings) to the major physical resources of the site? Because this park has a partnership structure, its interpretive programming, the condition and accessibility of various sites, and even the partnerships themselves will undoubtedly change over the coming decade as community needs dictate and new opportunities arise. Therefore, the interpretive team’s success in helping visitors make meaningful, on-site connections to the various historic settings should be reassessed at intervals, using this table as a template, as the park’s visitation patterns and resources evolve.

Interpretive Service	Theme: Mobilizing America	Theme: Common Purpose/ Disparate Experience	Theme: America's Promise	Theme: America Today	Target Audience
In-Person Interpretive Services					
Guided walking tours (NPS and partners)	Shipyards No. 3, including SS Red Oak Victory; Ford Assembly Building, Rosie Memorial	Shipyards No. 3, including SS Red Oak Victory; Ford Assembly Building, Rosie Memorial	Shipyards No. 3, including SS Red Oak Victory Ford Assembly Building, Rosie Memorial	Shipyards No. 3, including SS Red Oak Victory Ford Assembly Building, Rosie Memorial	All audiences (ADA-accessible areas)
Roving contacts	Shipyards No. 3, Ford Assembly Bldg, Rosie Memorial	Shipyards No. 3, Ford Assembly Bldg, Rosie Memorial	Shipyards No. 3, Ford Assembly Bldg, Rosie Memorial	Shipyards No. 3, Ford Assembly Bldg, Rosie Memorial	All audiences
Educational/special-interest group tours	Shipyards No. 3, Ford Assembly Bldg, Rosie Memorial	Atchison and Nystrom; social clubs	Atchison and Nystrom; social clubs	Kaiser Field Hospital, Child Dev Centers	Youth; school groups; other groups
Living History presentations	All accessible sites	All accessible sites	All accessible sites	All accessible sites	All audiences
Staffed non-visitor center interiors	<i>SS Red Oak Victory</i> ; Ford Assembly Bldg	Atchison	Atchison	Maritime Child Development Center	All audiences
Trades/crafts demonstrations (welding, riveting)	Shipyards No. 3, including Paint Shop and Machine Shop	Ford Assembly Building	TBD	TBD	All audiences
Narrated bus tours	All	All	All	All	All audiences; esp seniors, persons w/ disabilities
Watercraft tours (tour boats, period vessels)	All	All	All	All	All audiences; recreational boaters
Evening or Overnight visits	<i>SS Red Oak</i> (movies, youth camp)	<i>SS Red Oak</i> (movies, youth camp)	<i>SS Red Oak</i> (movies, youth camp)	<i>SS Red Oak</i> (movies, youth camp)	All audiences; esp youth groups

Interpretive Service	Theme: Mobilizing America	Theme: Common Purpose/ Disparate Experience	Theme: America's Promise	Theme: America Today	Target Audience
Off-Site Presentations					
Traveling "Rosie" Bus/Van staffed and outfitted with exhibits, artifacts, and hands-on activities	All themes	All themes	All themes	All themes	Youth; local community; schools
Educational packets/curricula	Grades 3-6	Grades 9-12	Grades 9-12	All grades	Youth; school groups; home schoolers
School visits	Varies by audience	Varies by audience	Varies by audience	Varies by Audience	Youth; educators
Other guest speaking engagements	As assigned	As assigned	As assigned	As assigned	Community groups
Non-Personal Interpretive Services					
Interior exhibits	All	All	All	All	All audiences
Audiovisuals (films)	All	All	All	All	All audiences
Wayside exhibits (signs/kiosks)	<i>SS Red Oak Victory</i> ; Shipyard; Atchison Village	Atchison, Nystrom, social clubs	Ford Assembly plant	Kaiser Field Hospital, Child Dev Centers	All audiences; older youth
Self-guided print (brochures/maps)	All	All	All	All	All audiences; older youth
Self-accessed electronic media (podcasts, cell phone tours)	All available; accessed at will	All available; accessed at will	All available; accessed at will	All available; accessed at will	All audiences; older youth
Self-accessed stationary on-site media (push-button audio or touch-screen audiovisual kiosks)	TBA	TBA	TBA	TBA	All audiences
Website interpretive materials	All available; accessed at will	All available; accessed at will	All available; accessed at will	All available; accessed at will	All audiences
On-site bookstore materials	Visitor center	Visitor center	Visitor center	Visitor center	All audiences
Self-accessed Rosie audios and transcripts	Visitor center, library/archives; also Web	Visitor center, library/archives; also Web	Visitor center, library/archives; also Web	Visitor center, library/archives; also Web	All audiences

Research Needs In Support of Interpretation

Helping visitors make personal connections to a park’s resources is a fundamental premise of interpretive programming. At Rosie the Riveter/ World War II National Historical Park, where both the facilities and the collections are expected to expand significantly over the coming decade, interpreters and resource specialists will need to work together closely to determine how newly acquired resources can be put to use to enhance and enrich the visitor experience. The following recommendations are directed at park interpreters and their role regarding future research needs.

- Work with cultural resource staff on the Scope of Collection Statement that includes items related to the interpretive themes of the park.
- Work with cultural resource staff to research and write a Historic Structure Report of Shipyard No. 3 (begun in FY2009).
- Work with cultural resource staff on proposals for the permanent



Children in Fairfax County, Virginia, set up a play store during World War II, with informational material on rationing.

curatorial facility for four jointly managed parks (Rosie the Riveter/ World War II Home Front National Historical Park, John Muir National Historic Site, Eugene O’Neill National Historic Site, and Port Chicago Naval Magazine National Memorial) in a historic structure within the park in Richmond. This park’s collections will eventually be relocated to this facility.

- Continue the collaboration with the Regional Oral History Office at the Bancroft Library, University of California, Berkeley, to capture additional oral histories from surviving home front workers.
- Develop an easy-to-use retrieval mechanism for casual visitors to access short excerpts from the park’s oral histories.
- As artifacts are accessioned and cataloged, continue the process of creating digital images from the museum collection in preparation for eventual access online.
- With the Rosie the Riveter Trust, develop a Scope of Sales for the visitor education center bookstore, using appropriate historical and contemporary literature on the home front and the themes exemplified within the park.
- Work with the City of Richmond and the National Trust for Historic Preservation to continue research on unexplored aspects of the home front cultural landscape; make findings available to interpreters in support of the park’s primary themes.
- Work with partners to investigate designation of the park and its surrounding Richmond locales as part of the National Park Service’s National Heritage Area program.

- Review the 2007 National Historic Landmark theme study, “World War II and the American Home Front,” to assess the viability of designating individual buildings or historic districts in the Richmond area as National Historic Landmarks.³
- Add a staff member to serve as Partnership Coordinator; this position should also have expertise in fundraising and grant writing.
 - Provide timely guidance, information and technical assistance on partnership grant proposals as needed.

Partnership Needs and Volunteers

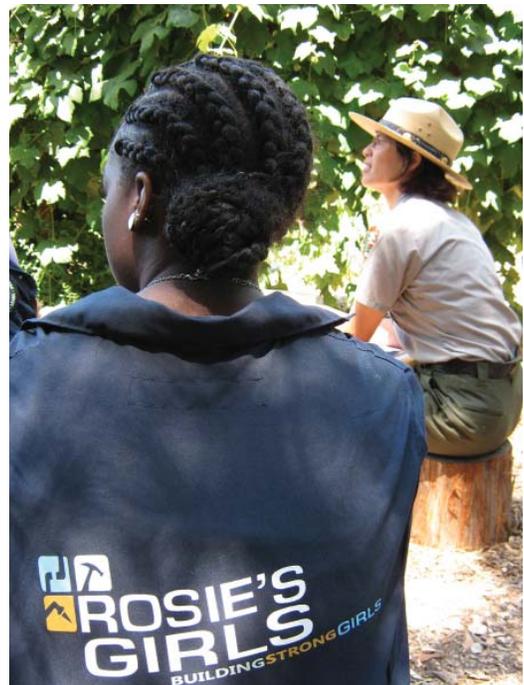
Because Rosie the Riveter/World War II Home Front National Historical Park exists as a partnership park with NPS having no ownership of any sites, anticipating and meeting partnership needs will be critical to the park’s success.

- Reinvigorate the “Roundtable of Partners” meetings, held several times during the formation phase of the park (per the General Management Plan), to ensure timely communication among park staff and its partners.
- Help partners develop ways to interpret the park as part of the shared history of the diverse populations of Richmond (for example, through relevant programming on topics such as child care, women in the workforce, racial/ethnic bias in hiring, public housing, and health care).
- Work with partners to inspire community ownership of the park through personal contacts and high visibility within the community.
 - Set an example for partner organizations by recruiting NPS interpreters and other employees who are reflective of the diverse local communities in the region.



Community art victory garden project at the NPS booth during the 2009 July 4th celebrations in Richmond, California.

- Assist partners in reflecting and involving the diverse populations of Richmond in their interpretive and educational programming.
 - Work with all partners to develop a parkwide wayside exhibit plan (see page 36) to provide a consistent, prominent, parkwide identity for all parts of the park (for example, an entrance sign with NPS logo at Atchison Village).
 - Encourage partner organizations to take advantage of interpretive training for their staff and volunteers.
- Assist the SS *Red Oak Victory* interpretive team in developing complementary programming and continuity between NPS and *Red Oak Victory* interpretive services as the new visitor center comes on line and as *Red Oak* volunteers change or retire.
 - Work closely with partners, including Contra Costa County and the City of Richmond, as interpretive exhibits, programming, and visitation at specific sites are planned and designed (e.g., the Child Development Centers and sites within Shipyard No. 3).
 - Plan and submit interpretive suggestions to the owner of the Kaiser Field Hospital to encourage partnership.
 - Seek more Volunteers-in-Parks, especially among local, year-round residents.
 - Assist partners in creating a community contacts database or system to identify and contact volunteers and potential volunteers, log volunteer contributions, and perform other appropriate outreach tasks.
- Encourage partners to implement a public/private shuttle or bus service connecting local visitors and volunteers to the park sites.
 - Hire locally and use local services whenever possible; let the community know of these local connections.
 - Identify additional influential community groups who are not yet involved with the park; seek to develop these relationships into potential partnerships.
 - Work with local partners, other National Park Service sites, and non-National Park Service sites to establish a nationwide partnership network of World War II home front sites. Such a network could share information about new findings and resources, programming, special events, and educational curricula, as well as create suggested itineraries for visitors interested in various aspects of the home front era.



NPS collaborates with many partners on the Rosie's Girls program that introduces middle school girls to the trades.

Staffing Needs

- Increase interpretive staff for the visitor education center. The park has already initiated funding requests for additional staff for the new visitor education center and to provide daily interpretive services.

In addition, the following personnel are recommended over the 10-year timeframe covered by this plan.

- Partnership/Volunteer Coordinator. This position would greatly improve the NPS's ability to continue the continuity and momentum with its partners and the Richmond community in the years to come.
- Education Specialist. The park has made some strides in educational outreach to date. However, given the Richmond area's population of at-risk youth, its needs are exceptionally high. With a staff position dedicated to education, the park could significantly increase the number of youth involved in programming such as the Home Front Youth Corps, Rosie's Girls, and others. Additional school curricula and study guides (the current program was created by volunteer teachers) could be created, and greater assistance could be offered to the SS *Red Oak Victory* ship summer camp and many other activities. In addition, the education specialist could be responsible for staffing the proposed Roving Rosie educational van.
- Media Specialist. Because many of the park's proposed interpretive resources are media-based (video, audio, photographic) and web-accessible, a media specialist with capabilities in multi-media and web maintenance would be of immense benefit to the park's interpretive program.
- Investigate using a local hiring authority for new hires in the park, especially those involved in interpretation and visitor services, so that the park itself represents the diversity and different life experiences inherent in its themes.

(Endnotes)

1 One inexpensive source for such training is the Interpretation and Education Distance Learning and Credentialing Program, an NPS collaboration with the Eppley Institute for Parks and Public Lands at Indiana University. Average individual course cost is \$29 (2009) for NPS employees and partners, available online at <http://www.eppley.org>.

2 *The General Management Plan/ Environmental Assessment* for Rosie the Riveter/World War II National Historical Park, released in January 2009, presents the management plan for the park over the next 15 to 20 years. In Alternative B, *Explore Richmond to Understand the National Home Front Story* (the preferred option among three alternatives studied), visitors are encouraged to explore Richmond's World War II-era historic sites and structures to experience the scale, diversity, and complexity of the American Home Front story, viewing exteriors and accessing some rehabilitated interiors where artifacts, exhibits, and programs would offer connections to park themes. A new NPS visitor education center at the Ford Assembly Building is planned to interpret the national effort and orient visitors to Richmond's sites and stories.

3 As of December 2009, there were no World War II/Home Front National Historic Landmarks designated in Contra Costa County or the Richmond area, although the 2007 theme study recommended further study. The study can be found online at <http://www.nps.gov/history/nhl/themes/HomefrontStudy.pdf>.



Implementation Plan

"I have taught in Richmond schools for 22 years now. I currently teach kindergarten at Washington School. I think it is very important for children to know the history of their communities."

- Patricia Mizuhara-Gangwar, City of Richmond resident

As described earlier, the interpretive planning team for Rosie the Riveter/ World War II National Historical Park has proposed prioritizing interpretive implementation goals to build value and continuity within the local community first, then the region, and then the broader national audience.

This chart lists interpretive planning recommendations by category,

with indicators (XX) describing each recommendation as a short-term, mid-term, or long-term goal. Entries with XX across all three timeframes should be considered as continuous, ongoing activities.

The cost projection column provides a rough guide to the estimated costs of each recommendation.

Goals/Tasks	Short-term 1-3 years	Mid-term 4-6 years	Long-term 7-10 years	Cost Projection
PERSONAL SERVICES				
Develop staffing plan for interpretation; probable addition of staff	XX	XX	XX (Update plan)	\$\$
Develop and implement baseline standards and evaluation process for interpretive programs	XX	XX	XX	\$
Encourage development of additional programs on subthemes of special interest or timeliness	XX	XX	XX	\$
Provide training opportunities for all interpreters, including online training and conferences	XX	XX	XX	
Make training available to partners and all volunteers; begin "train the trainer" approach to encourage partners to take ownership of training for their volunteers.	XX	XX	Work toward transferring training of all non-NPS interpreters to partners	\$
Reevaluate scheduling of personal services interpretation as visitation grows; add additional ranger- and partner-led tours and roving rangers	XX	XX	XX	\$
Expand schedule of narrated bus tours, adding a bus and interpreter as visitation increases and as more sites become available.	XX	XX	XX	\$\$
Introduce Living History interpreters in some venues	XX	XX	XX	\$
Engage local craftspeople to provide demonstrations of Rosie-era techniques	XX	XX	XX	\$
Develop watercraft tours of park		XX	XX	
Personal Services/Community Outreach				
Add education/outreach staff person		XX		\$\$
Create grade-appropriate K-12 curricula		XX		\$
Develop distance-learning capabilities and programming		XX	XX	\$\$
Develop a "Roving Rosie" customized traveling van staffed and outfitted with exhibits, artifacts, and hands-on activities		XX		\$\$
Create a speakers bureau with partners		XX		
Continue to sponsor the annual Home Front Festival and other community events	XX	XX	XX	\$\$
Support partners during festival events	XX	XX	XX	\$
Create a nationwide partnership network of sites focusing on the WWII Home Front		XX	XX	\$

Goals/Tasks	Short-term 1-3 years	Mid-term 4-6 years	Long-term 7-10 years	Cost Projection
NON-PERSONAL SERVICES				
Exhibits – Indoor				
Plan and commission exhibits for new visitor center	XX	XX		\$\$\$
Work with partners on exhibit development for other (non-visitor center) interior exhibit spaces		XX	XX	\$
Develop a small “traveling trunk” for K-6 students and youth groups	XX			\$
Plan and launch a national traveling exhibit			XX	\$\$\$
Exhibits - Outdoor				
Create a parkwide exterior interpretive exhibit plan (waysides, kiosks), working with partners and modifying as necessary as sites are redeveloped; fund and implement in phases.	XX	XX	XX	\$\$\$
<ul style="list-style-type: none"> Existing interpretive signs installed by City of Richmond on Bay Trail 				
<ul style="list-style-type: none"> Existing NPS waysides at whirley crane 				
<ul style="list-style-type: none"> Shipyards No. 3: Cor-ten steel installations in development 2009-10 by City of Richmond 	XX			
<ul style="list-style-type: none"> Macdonald Avenue interpretive signs in development 2009-10 by Richmond Community Redevelopment Agency 	XX			
<ul style="list-style-type: none"> Sign at the Rosie the Riveter Memorial needs to be upgraded to a larger kiosk with more information. 	XX			
Analyze need for off-site interpretive kiosks at main entry points to park, such as BART station		XX		\$
Audiovisual and Electronic Media				
Oversee production of two films for visitor center	XX			\$\$
Install sound booths for visitor center for quick access to selected oral histories and short videos		XX		\$\$
Create short audiovisual installations for sites throughout the park		XX		\$\$
Consider self-accessed video installations at some sites		XX		\$
Continue the Home Front Film Festival; evaluate for expansion	XX	XX		\$
Launch youth group’s videos on YouTube	XX			\$
Recreate self-guided audio driving tour as downloadable program for personal electronic devices	XX			\$
Create unique, high-quality audio programs for access through personal electronic devices		XX		\$\$

Goals/Tasks	Short-term 1-3 years	Mid-term 4-6 years	Long-term 7-10 years	Cost Projection
Publications				
Update driving tour brochure to be ready when new visitor center opens	XX			\$
Update the temporary unigrid brochure to reflect new visitor center	XX			\$
Continue producing quarterly newsletter; set goals and measure distribution and web hits	XX			\$
Create standard NPS site bulletins for historic sites throughout the park. Highest priority:	XX			\$
• Rosie the Riveter Memorial	XX			\$
• Shipyard # 3, including SS Red Oak Victory and Whirley Crane	XX			\$
• Ford Assembly Building	XX			\$
Create additional NPS site bulletins for Child Development Centers and other sites as they become available:		XX		\$
• First Aid Station		XX		\$
• Machine Shop		XX		\$
Create additional site bulletins as other historic structures undergo adaptive reuse and become more than drive-by venues.			XX	\$

RESEARCH NEEDS				
Work with cultural resources staff to complete Scope of Collection		XX		\$\$
Relocate park collections to central facility		XX		\$\$\$
Continue the collaboration with the Regional Oral History Office at UC/Berkeley, to capture additional oral histories	XX			\$
Prepare digitized images for collections online	XXx	XX	XX	\$\$
Work with Rosie the Riveter Trust to develop Scope of Sales for new visitor center bookstore	XX			\$
Continue researching unexplored aspects of the park for future interpretive needs	XX	XX	XX	\$\$

Goals/Tasks	Short-term 1-3 years	Mid-term 4-6 years	Long-term 7-10 years	Cost Projection
PARTNERSHIPS AND VOLUNTEERS				
Re-engage Roundtable of Partners to focus on interpretive needs of park	XX			\$
Add Partnership Coordinator with expertise in Development (grant writing)		XX		\$\$
Assist partners in reaching out to diverse populations of Richmond	XX	XX	XX	\$
Assist partners to inspire community ownership of the park	XX	XX	XX	\$
Assist the <i>SS Red Oak Victory</i> in adding volunteer interpreters and planning for future continuity as older volunteers retire	XX	XX	XX	\$
Advise city and county on interpretive programming as outlined in General Management Plan	XX	XX	XX	\$\$
Reach out to owner of Kaiser Field Hospital to encourage partnership	XX			\$
Work with partners on parkwide wayside exhibit plan	XX	XX		\$
Seek more Volunteers-in-Parks among year-round residents	XX	XXX	XX	\$
Assist partners in creating a community database of volunteers	XX			\$
Encourage partners to start a public/private shuttle to get visitors and local residents to the park		XX		\$
Use a local hiring authority whenever possible	XX	XX	XX	\$
Identify additional community groups for future involvement		XX		\$
Explore feasibility of obtaining NPS National Heritage Area designation			XX	\$
Explore obtaining NPS National Historic Landmark status for specific buildings and/or district		XX		

STAFFING NEEDS				
Add interpretive staff for the new visitor center	XX	XX		\$\$
Add a partnership/volunteer coordinator position		XX		\$\$
Add an education specialist	XX			\$\$
Add a media specialist for the four parks	XX			\$\$

Cost Projection Key

- \$ Annual cost under \$50,000
- \$\$ Annual cost of \$50,000 - \$100,000
- \$\$\$ Cost greater than \$100,000



Richmond Museum of History

Appendices

"You must tell your children, putting modesty aside, that without us, without women, there would have been no Spring in 1945."

- an anonymous quote on the Rosie the Riveter Memorial

Appendix A: Planning Team**National Park Service****Rosie the Riveter/World War II
National Historical Park**

David Blackburn
Chief of Interpretation (2005 to 2007)

Ric Borjes
Chief of Cultural Resources

Carola Derooy
Curator of Record

Miguel Dimas
Park Guide

Carla Koop
Community Outreach Coordinator

Lucy Lawliss
Chief of Cultural Resources (2006 to
2008)

Tom Leatherman
Deputy Superintendent

Martha J. Lee
General Superintendent

Craig Riordan
Park Ranger, Interpretation

Veronica Rodriguez
Curator

Morgan M. Smith
Chief of Interpretation, Education and
Outreach (2009 – present)

Rick Smith
Deputy Superintendent (2005 to 2008)

Betty Reid Soskin
Park Ranger, Outreach Specialist

Naomi Torres
Chief of Interpretation, Education and
Outreach (2007-08)

Elizabeth Tucker
Lead Interpretive Ranger

Pacific West Region

Lynn Nakata
Interpretive Specialist

Diane Nicholson
Regional Curator

Harpers Ferry Center

Toni Dufficy
Interpretive Planner and Contracting
Officer's Representative

Rick Jones
Interpretive Planner

**Workshop Participants 2006
- 2009**

Cheryl Abel
John Muir National Historic Site

Nancy Alexander
Daughters of the American Revolution

Raphael Allen
Educator

Holly Alonso
Peralta Hacienda

Greg Bacigalupi
John Muir National Historic Site

Jane Bartke
Rosie the Riveter Trust

Donald Bastin
Richmond Museum of History

Tom Bernard
SS Red Oak Victory

Alma Broussard
Volunteer, National Park Service

Erle H. Brown
SS Red Oak Victory

Jan Brown Spokewise	Gary Hembree Community and Economic Development, City of Richmond
Sal Compagno <i>SS Red Oak Victory</i>	Marjorie Hill Richmond Museum of History
Rosemary M. Corbin Rosie the Riveter Trust	Kathy Hoffman Office of U.S. Representative George Miller
Sonja Darling Point Richmond History Association	Tom Horsfall Maritime Radio Historical Society
Tom Debley Heritage Resources, Kaiser Permanente	Michelle Itagaki Richmond Convention and Visitors Bureau
John A. Dell'Osso Point Reyes National Seashore	Janet L. Johnson Community and Economic Development, City of Richmond
Mid Dornan Point Richmond History Association	Doug Kim Watermind
Virginia Finlay Marina Bay Neighborhood Council	Howard Levitt Golden Gate National Recreation Area
Sharon Fuller Ma'at Youth Academy	Timothy Lynch California Maritime Academy
Jonathan Gervais Pacific West Regional Office, NPS	Antonio Medrano Contra Costa County School Board and Rosie the Riveter Trust
Steve Gilford Historian	Thomas Mills Community and Economic Development, City of Richmond
John Golda Point Reyes National Seashore	Bettina Mok Student Conservation Association
Donna Graves Historian/Arts and Cultural Planner	Judith Morgan Richmond Chamber of Commerce
Bryan Grunwald Architect	Margaret Morkowski Women's Westside Improvement Club
Donald Hardison <i>SS Red Oak Victory Ship</i>	Craig Murray Community and Economic Development, City of Richmond
Betty Hardison Volunteer, National Park Service	
Diane Hedler Rosie the Riveter Trust	

David Otey
Heritage Resources, Kaiser Permanente

Tom Panas
El Cerrito Historical Society

Pat Pearson
Point Richmond History Association

Daniel Ponce
Community and Economic
Development, City of Richmond

J. Raul Ramirez
Adult Education, West Contra Costa
County Unified School District

Jennifer Ross
Planner

Susan Schwartzberg
Exploratorium Learning Studio

Michele Seville
Arts & Culture, City of Richmond

E.J. Shalaby
Richmond Parks & Recreation
Commissioner

Bette Tarr
Trails for Richmond Action Committee

Jacqueline Vaca
Community and Economic
Development, City of Richmond

Lina Velasco
Community and Economic
Development, City of Richmond

Sharon West
Parks & Landscaping, City of
Richmond

Michael Williams
Community and Economic
Development, City of Richmond

Alan Wolken
Community and Economic
Development, City of Richmond

Consultant Team

Faye Goolrick
Certified Interpretive Planner, Goolrick
Interpretive Group

Shannon Kettering
Vice President, Ecos Environmental
Design, Inc.

Kelly Sanders
Ecos Environmental Design, Inc

Alison Smith
Project Manager, Ecos Environmental
Design, Inc

Appendix B: Enabling Legislation

ROSIE THE RIVETER/WORLD WAR II HOME FRONT
NATIONAL HISTORICAL PARK
ESTABLISHMENT ACT OF 2000

Public Law 106-352
106th Congress

An Act

To establish the Rosie the Riveter/World War II Home Front National Historical Park in the State of California, and for other Purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the “Rosie the Riveter/World War II Home Front National Historical Park Establishment Act of 2000”.

SECTION 2. ROSIE THE RIVETER/WORLD WAR II HOME FRONT NATIONAL HISTORICAL PARK.

(a) ESTABLISHMENT.—In order to preserve for the benefit and inspiration of the people of the United States as a national historical park certain sites, structures, and areas located in Richmond, California, that are associated with the industrial, governmental, and citizen efforts that led to victory in World War II, there is established the Rosie the Riveter/World War II Home Front National Historical Park (in this Act referred to as the “park”).

(b) AREAS INCLUDED.—The boundaries of the park shall be those generally depicted on the map entitled “Proposed Boundary Map, Rosie the Riveter/World War II Home Front National Historical Park” numbered 963/80000 and dated May 2000. The map shall be on file and available for public inspection in the appropriate offices of the National Park Service.

SECTION 3. ADMINISTRATION OF THE NATIONAL HISTORICAL PARK.

(a) IN GENERAL.—

(1) GENERAL ADMINISTRATION.—The Secretary of the Interior (in this Act referred to as the “Secretary”) shall administer the park in accordance with this Act and the provisions of law generally applicable to units of the National Park System, including the Act entitled “An Act to establish a National Park Service, and for other purposes”, approved August 35, 1916 (39 Stat. 535; 16 U.S.C. 1 through 4), and the Act of August 21, 1935 (49 Stat. 666; 16 U.S.C. 461-467).

(2) SPECIFIC AUTHORITIES.—The Secretary may interpret the story of Rosie the Riveter and the World War II home front, conduct and maintain oral histories that relate to the World War II home front theme, and provide technical assistance in the preservation of historic properties that support this story.

(b) COOPERATIVE AGREEMENTS.—

(1) GENERAL AGREEMENTS.—The Secretary may enter into agreements with the owners of the World War II Child Development Centers, the World War II worker housing, the Kaiser Permanente Field Hospital, and Fire Station 67A, pursuant to which the Secretary may mark, interpret, improve, restore, and provide technical assistance with respect to the preservation and interpretation of such properties. Such agreements shall contain, but need not be limited to,

provisions under which the Secretary shall have the right of access at reasonable times to public portions of the property for interpretive and other purposes, and that no changes or alterations shall be made in the property except by mutual agreement.

(2) LIMITED AGREEMENTS.—The Secretary may consult and enter into cooperative agreements with interested persons for interpretation and technical assistance with the preservation of—

- (A) the Ford Assembly Building;
- (B) the intact dry docks/basin docks and five historic structures at Richmond Shipyard #3;
- (C) the Shimada Peace Memorial Park;
- (D) Westshore Park;
- (E) the Rosie the Riveter Memorial;
- (F) Sheridan Observation Point Park;
- (G) the Bay Trail/Esplanade;
- (H) Vincent Park; and
- (I) the vessel S.S. RED OAK VICTORY, and Whirley Cranes associated with shipbuilding in Richmond.

(c) EDUCATION CENTER.—The Secretary may establish a World War II Home Front Education Center in the Ford Assembly Building. Such center shall include a program that allows for distance learning and linkages to other representative sites across the country, for the purpose of educating the public as to the significance of the site and the World War II Home Front.

(d) USE OF FEDERAL FUNDS.—

(1) NON-FEDERAL MATCHING.—

(A) As a condition of expending any funds appropriated to the Secretary for the purposes of the cooperative agreements under subsection (b)(2), the Secretary shall require that such expenditure must be matched by expenditure of an equal amount of funds, goods, services, or in-kind contributions provided by non-Federal sources.

(B) With the approval of the Secretary, any donation of property, services, or goods from a non-Federal source may be considered as a contribution of funds from a non-Federal source for purposes of this paragraph.

(2) COOPERATIVE AGREEMENT.—Any payment made by the Secretary pursuant to a cooperative agreement under this section shall be subject to an agreement that conversion, use, or disposal of the project so assisted for purposes contrary to the purposes of this Act, as determined by the Secretary, shall entitle the United States to reimbursement of the greater of—

(A) all funds paid by the Secretary to such project; or

(B) the proportion of the increased value of the project attributable to such payments, determined at the time of such conversion, use, or disposal.

(e) ACQUISITION.—

(1) FORD ASSEMBLY BUILDING.—The Secretary may acquire a leasehold interest in the Ford Assembly Building for the purposes of operating a World War II Home Front Education Center.

(2) OTHER FACILITIES.—The Secretary may acquire, from willing sellers, lands or interests in the World War II day care centers, the World War II worker housing, the Kaiser Permanente Field Hospital, and Fire Station 67, through donation, purchase with donated or appropriated funds, transfer from any other Federal agency, or exchange.

(3) ARTIFACTS.—The Secretary may acquire and provide for the curation of historic artifacts that relate to the park.

(f) DONATIONS.—The Secretary may accept and use donations of funds, property, and services to carry out this Act.

(g) GENERAL MANAGEMENT PLAN.—

(1) IN GENERAL.—Not later than 3 complete fiscal years after the date funds are made available, the Secretary shall prepare, in consultation with the City of Richmond, California, and transmit to the Committee on Resources of the House of Representatives and the Committee on Energy and Natural Resources of the Senate a general management plan for park in accordance with the provisions of section 12(b) of the Act of August 18, 1970 (16 U.S.C. 1a-7(b)), popularly known as the National Park System General Authorities Act, and other applicable law.

(2) PRESERVATION OF SETTING.—The general management plan shall include a plan to preserve the historic setting of the Rosie the Riveter/World War II Home Front National Historical Park, which shall be jointly developed and approved by the City of Richmond.

(3) ADDITIONAL SITES.—The general management plan shall include a determination of whether there are additional representative sites in Richmond that should be added to the park or sites in the rest of the United States that relate to the industrial, governmental, and citizen efforts during World War II that should be linked to and interpreted at the park. Such determination shall consider any information or findings developed in the National Park Service study of the World War II Home Front under section 4.

SECTION 4. WORLD WAR II HOME FRONT STUDY.

The Secretary shall conduct a theme study of the World War II home front to determine whether other sites in the United States meet the criteria for potential inclusion in the National Park System in accordance with section 8 of Public Law 91-383 (16 U.S.C. 1a-5).

SECTION 5. AUTHORIZATION OF APPROPRIATIONS.

(a) IN GENERAL.—

(1) ORAL HISTORIES, PRESERVATION, AND VISITOR SERVICES.—There are authorized to be appropriated such sums as may be necessary to conduct oral histories and to carry out the preservation, interpretation, education, and other essential visitor services provided for by this Act.

(2) ARTIFACTS.—There are authorized to be appropriated \$1,000,000 for the acquisition and curation of historical artifacts related to the park.

(b) PROPERTY ACQUISITION.—There are authorized to be appropriated such sums as are necessary to acquire the properties listed in section 3(e)(2).

(c) LIMITATION ON USE OF FUNDS FOR S.S. RED OAK VICTORY.—None of the funds authorized to be appropriated by this section may be used for the operation, maintenance, or preservation of the vessel S.S. RED OAK VICTORY.

Approved October 24, 2000.

ROSIE THE RIVETER/WORLD WAR II HOME FRONT
NATIONAL HISTORICAL PARK
ACT OF 2004

Public Law 108-352
108th Congress

An Act

To make technical correction to laws relating to certain units of the National Park System and to National Park programs.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 6. ROSIE THE RIVETER/WORLD WAR II HOME FRONT NATIONAL HISTORIC PARK.

The Rosie the Riveter/World War II Home Front National Historic Park Establishment Act of 2000 (16 U.S.C. 410ggg et seq.) is amended –

- (1) in section 2(b), by striking “numbered 963/80000” and inserting “numbered 963/80,000”; and
- (2) in section 3 –
 - (A) in subsection (a)(1), by striking “August 35” and inserting “August 25”;
 - (B) in subsection (b)(1), by striking “the World War II Child Development Centers, the World War II worker housing, the Kaiser Permanente Field Hospital, and Fire Station 67A” and inserting “the Child Development Field Centers (Ruth C. Powers) (Maritime), Atchison Housing , the Kaiser Permanente-Field Hospital, and Richmond Fire Station 67A”; and
 - (C) in subsection (e)(2), by striking “the World War II day care centers, the World War II worker housing, the Kaiser Permanente Field Hospital, and the Fire Station 67,” and inserting “the Child Development Field Centers (Ruth C. Powers) (Maritime), Atchison Housing, the Kaiser-Permanente Field Hospital, and Richmond Fire Station 67A”.

Approved October 21, 2004.



Rosie the Riveter/World War II Home Front National Historical Park

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