Historic Evergreen Cemetery

Existing Conditions and Community Engagement Approach

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VCU Center for Urban and Regional Analysis
L. Douglas Wilder School of Government and Public Affairs

Historic Evergreen Cemetery:

Existing Conditions and
Community Engagement Approach

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Cover Photo:
Photo taken by Hannah Cameron

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INTRODUCTION & REPORT STRUCTURE

Evergreen Cemetery was founded in 1891 by the Evergreen Cemetery Association (ECA) in the East End of Richmond. The current 60-acre property was once part of a larger parcel that included three additional cemeteries: Oakwood, East End, and Paupers. After the ECA purchased the Evergreen property, it became a cemetery for people of color. Racial segregation in Richmond included burial, and many of the City's other cemeteries excluded black residents. The view and the landscape of Evergreen was compared to the beauty of Hollywood Cemetery, featuring stepped walkways and a decorative garden fountain. Evergreen became Richmond's premier African-American cemetery and is the final resting place for many of Richmond's black leaders and history-makers.[1]

For decades, upkeep at Evergreen has challenged caretakers, families, and neighbors. Financing for perpetual care was never established, and through several ownership changes in the mid-20th century, the cemetery fell into disrepair. In the 1990s, grassroots reclamation and preservation efforts were led and supported by groups such as Virginia Roots, Friends of Evergreen, and the National Parks Service. Efforts to clear vegetation and overgrowth continued through into the mid 2000s. In May 2017, the Enrichmond Foundation bought Historic Evergreen Cemetery and took on a leadership role in restoration efforts.[2]

In 2018, the Enrichmond Foundation engaged the Center for Urban and Regional Analysis (CURA) at Virginia Commonwealth University (VCU) to analyze demographic and existing conditions, review best practices surrounding cemetery restoration, and create a community engagement strategy in support of the Historic Evergreen Cemetery Master Restoration Plan.

This report is divided into five chapters. The first presents a sociodemographic analysis of neighborhoods within 1.5 miles of Historic Evergreen Cemetery. This analysis describes characteristics of residents living near Evergreen who should be engaged in the restoration planning process and influence implementation.

The second chapter analyzes the existing conditions of the cemetery. These conditions include land use, topography, vegetation, accessibility, and stakeholders. An understanding of the existing conditions provides the foundation for a SWOT analysis—Strengths, Weaknesses, Opportunities, and Threats— that describes opportunities and challenges of the restoration planning process. CURA and the Enrichmond Foundation collaborated with an Urban and Regional Studies (URS) Senior Capstone Class at VCU to provide recommendations on key restoration elements including the visitor experience, recreational uses, historic preservation, community outreach, and accessibility. Themes from student recommendations are summarized in this section of the report.

The third chapter builds a portfolio of best practices from case studies of other cemetery restoration efforts, describes their methodologies, and synthesizes key takeaways.

Lastly, the fourth and fifth chapters present the community engagement approach utilized thus far in the planning process and guiding principles for moving forward in the Historic Evergreen Cemetery Restoration Master Plan.

1 Huffstutler, E. S. (2014, October). And They Week...A Richmond Disgrace. The Church Hill Association: Community Newsletter, pp. 8-9.

2 Evergreen Cemetery. (2018). Retrieved from The Enrichmond Foundation: https://enrichmond. org/evergreen-cemetery/

CHAPTER I:

DEMOGRAPHIC ANALYSIS

DEMOGRAPHIC ANALYSIS

Historic Evergreen Cemetery is located in Richmond's East End, a collection of older residential neighborhoods. This report assesses the demographics of neighborhoods within 1.5 miles of Evergreen Cemetery and provides characteristics of residents living in those neighborhoods. The purpose of analyzing demographics is to build an understanding of the community that is in close proximity to Evergreen who may be interested in changes occuring at the cemetery and therefore should be engaged in the restoration planning process. The variables analyzed include age, gender, race, educational attainment, household income, poverty status, unemployment, and employment by industry sector. Figure 1 shows the Evergreen Study Area neighborhoods and their proximity to the cemetery. Much of the land east of Evergreen in Henrico County is used for industry and is thus excluded.

Figure 1: Evergreen Study Area - Neighborhood Map
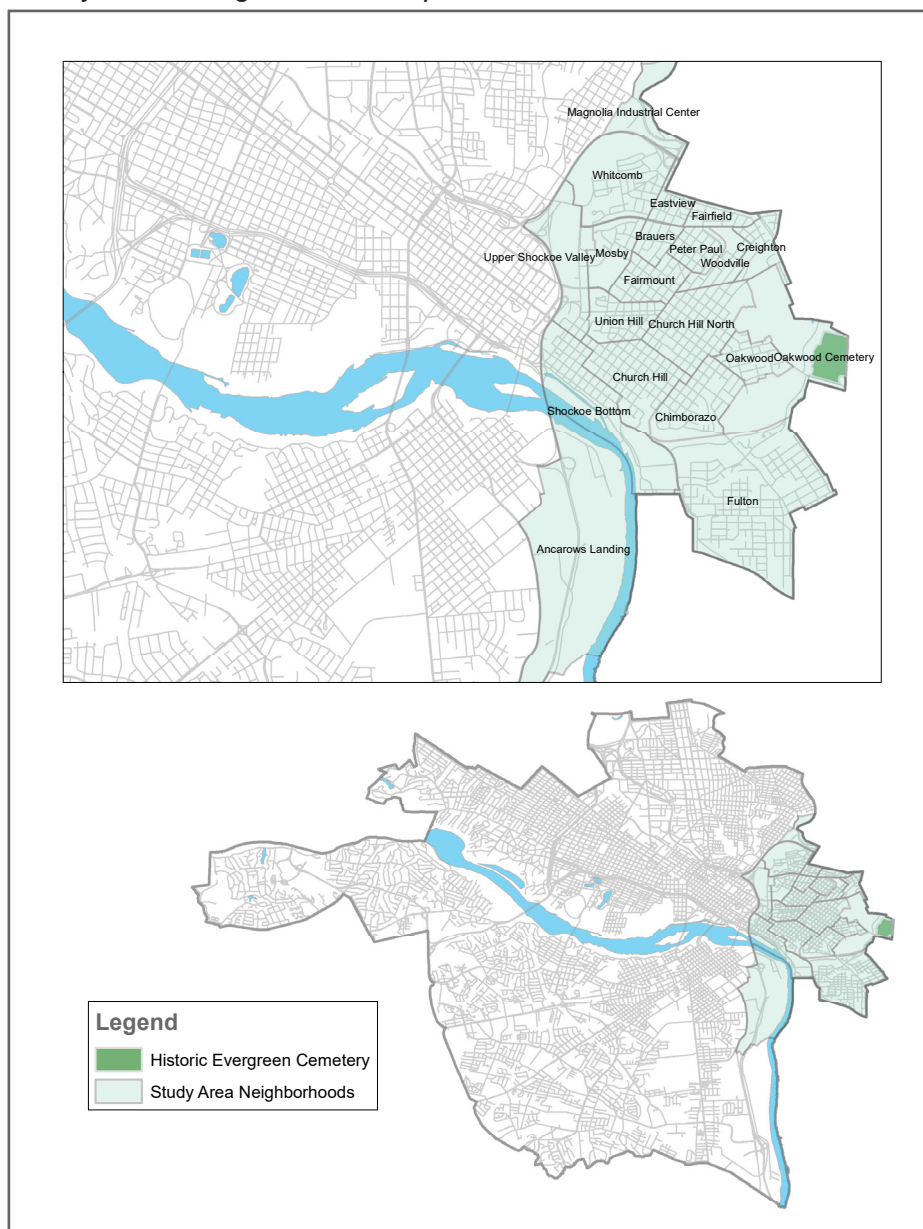
Source: City of Richmond Geographic Information Systems (GIS) data (2018)

DEMOGRAPHIC ANALYSIS

Population Change

Population growth in the Evergreen Study Area lagged that of the City of Richmond from 2000 to 2010 but spiked above the City average between 2010 and 2016. The study area population contracted by 0.1 percent from 2000 to 2010. However, from 2010 to 2016 the study area population grew by 9 percent (see Table 1). The City of Richmond population grew 3.1 percent between 2000 and 2010 and 5.8 percent between 2010 and 2016.

The study area's population increase from 2010 to 2016 includes growth in younger and older age groups. The 25 to 39 years age group increased by 25 percent from 2010 to 2016. The 5 to 9 years age group showed a 18 percent increase in population from 2010 to 2016. Residents age 60 to 69 increased by 33 percent. On the other hand, the area's population in the 70 to 84 age range fell by 21 percent.

Population changes by age group in the study area, were comparable to those in the City of Richmond overall. The City population age 25 to 39 increased by 18 percent from 2010 to 2016. The City's 60 to 69 years population also increased significantly by 23 percent. City residents ages 70 to 84 grew at a slower rate of 3 percent.

The influx of residents in the East End from 2010 to 2016 echoes a trend seen in many American cities. Young professionals, retirees, and empty-nesters are increasingly attracted to cities. New, wealthier residents can exacerbate gentrification pressures in historically African-American neighborhoods, and rising rents can displace long-term residents when affordable housing units are not preserved.

Table 1: Evergreen Study Area - Population Change 2000 to 2016

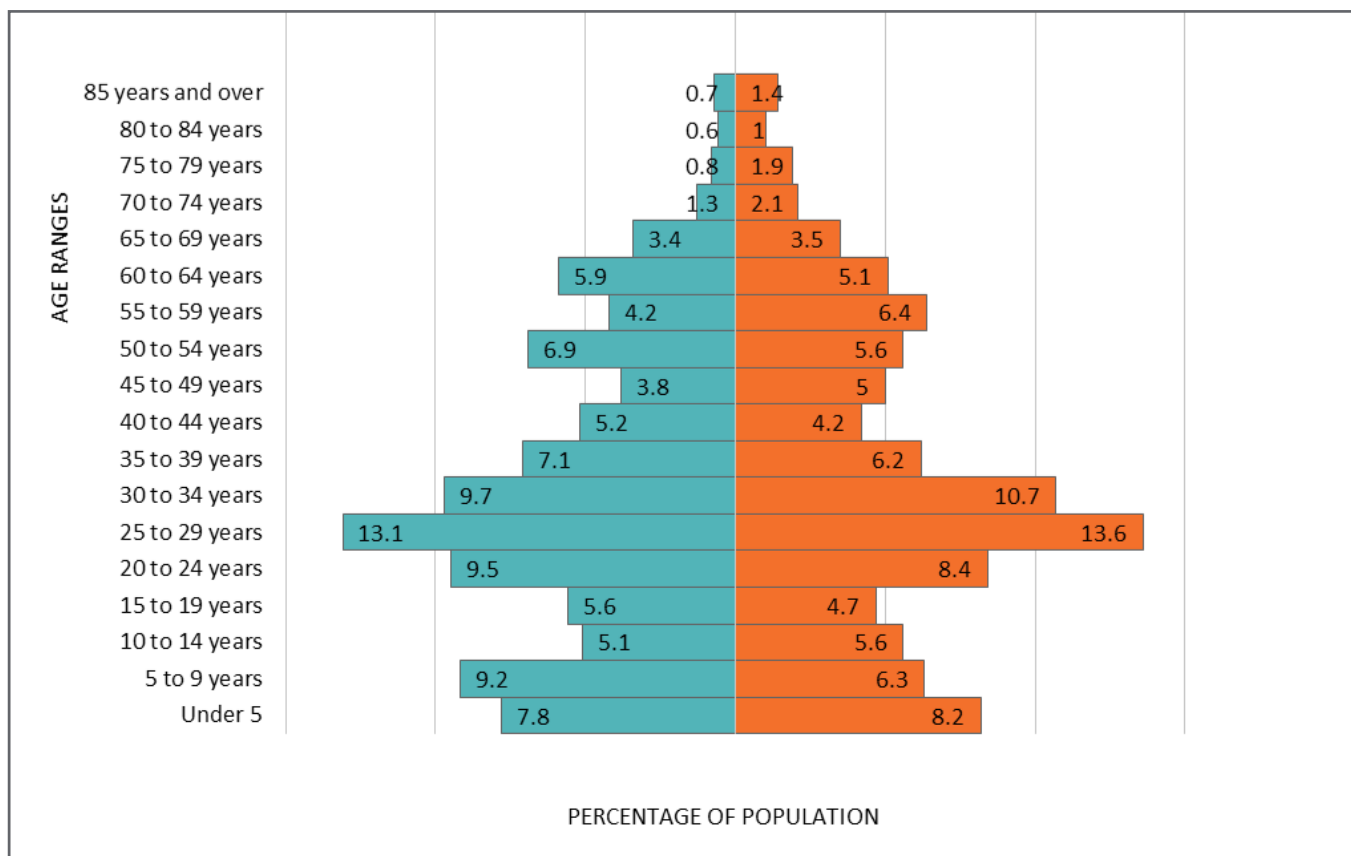| Evergreen Study Area: Population Change 2000 to 2016					
	2000	**Percent Change '00 - '10**	**2010**	**Percent Change '10 - '16**	**2016**
Evergreen Study Area	29,067	-0.1%	29,038	9.0%	31,917
City of Richmond	197,790	3.1%	204,214	5.8%	216,773
Source: U.S. Census data, B01003 (2016), P1 (2010), P001 (2000)					

DEMOGRAPHIC ANALYSIS

Age & Gender

Residents of the Evergreen Study Area are, as with the City of Richmond, young. The 25 to 29 age range represents the highest percentage of residents, with males at 13.1 percent and females at 13.6 percent of the total population. The age groups immediately above and below—30 to 34 years and 20 to 24 years—are also represented significantly in the study area. The strong presence of residents 20 to 34 years of age suggests that early-career adults are attracted to the study area. The study area is also home to many children, and the 5 to 9 years age group accounts for 9.2 percent of male residents and 6.3 percent of female residents.

In the City of Richmond, as seen in Figure 3, the 25 to 29 age range also accounts for the largest segment of the population—11.7 percent of males and 11.4 percent of females. The City's age dynamics are similar to those of the study area, with a large share of early-career residents, late-career residents, and children.
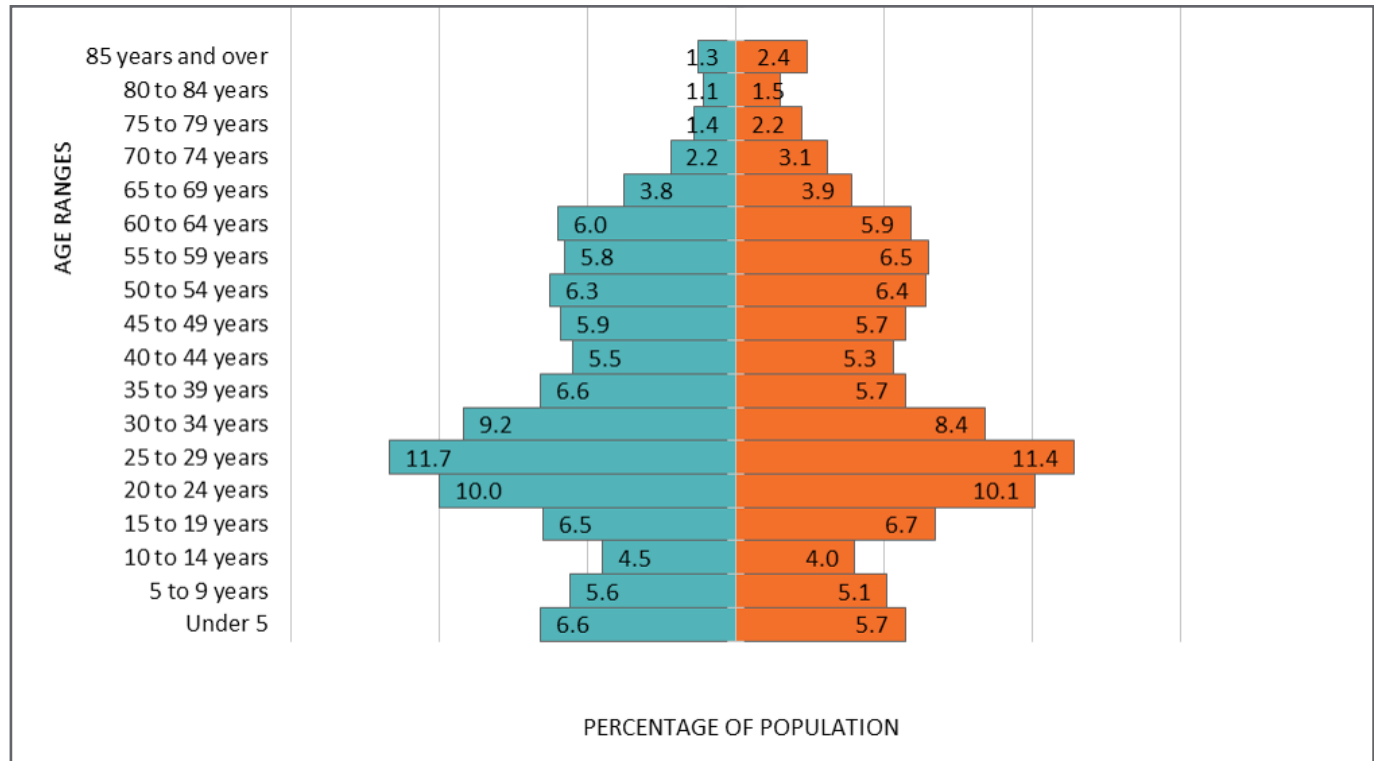
Figure 2: Evergreen Study Area Population Pyramid 2016

Source: U.S. Census Data, B01001 (2016), Census Block Group

Figure 3: City of Richmond Population Pyramid 2016

Source: U.S. Census Data, B01001 (2016), Census Block Group

Race & Ethnicity Composition

The majority of residents in the Evergreen Study Area—72 percent—identify as African-American. White residents account for around 23 percent of the population. The study area reflects Richmond's historic patterns of racial segregation, with a much higher percentage of African-American residents than the City overall. Richmond city's population is divided more evenly, with 48.6 percent of the population identifying as African American and 44.2 percent as white. Approximately 2 percent of the City's population identifies as Asian and 4 percent as two or more races.

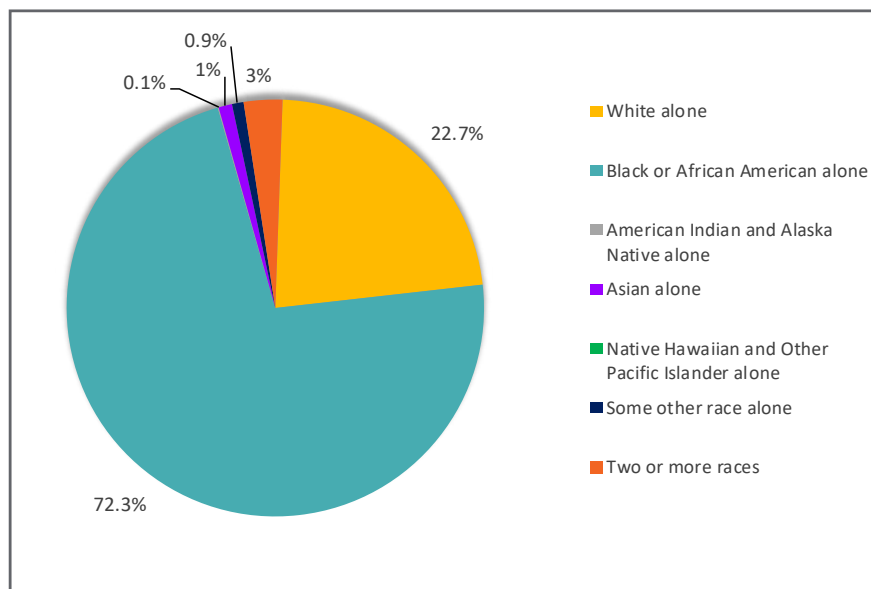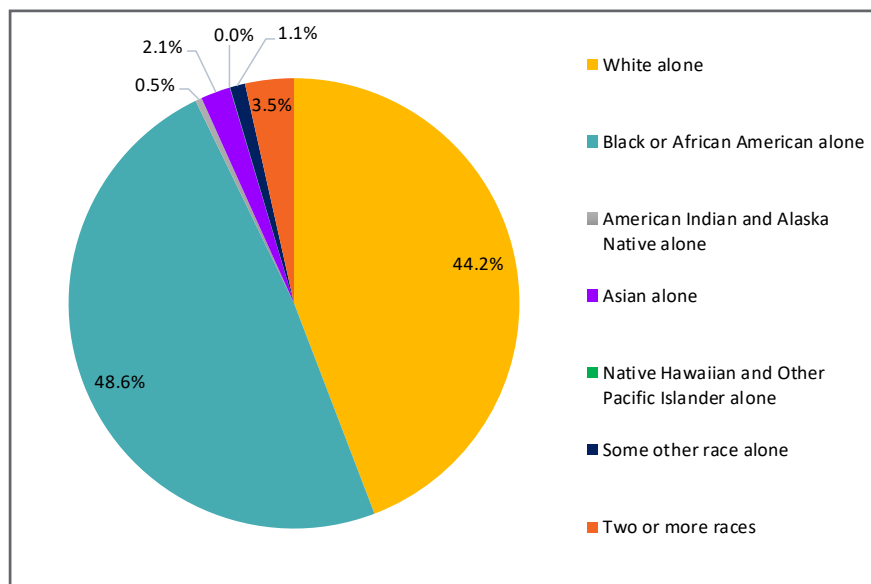*Figure 4: Evergreen Study Area - Race & Ethnicity*

Figure 5: City of Richmond - Race & Ethnicity

Source: U.S. Census Data, B02001 (2016), Census Block Group

DEMOGRAPHIC ANALYSIS

Household Income Levels

Households in the Evergreen Study Area generally earn lower incomes than city or state averages. The distribution of households by income is weighted towards the lowest end (see Figure 6). About 23 percent of households in the study area earn less than $10,000 annually, and another 10 percent earn $10,000 to $14,999. However, the distribution does increase at the middle-income level. About 8 percent of households earn $50,000 to $59,999 and 7 percent earn $60,000 to $74,999. Household incomes in the City of Richmond are distributed similarly, with a bimodal distribution weighted towards the lowest end. However, households are not as concentrated at the lowest income levels citywide as they are in the study area. About 13 percent of Richmond households earn less than $10,000 annually, compared to 23 percent in the study area. About 8 percent of Richmond households earn between $60,000 to $74,999 and 9 percent $75,000 to $99,999.

The study area's poverty rate—37 percent—is higher than the citywide poverty rate of 25 percent. The low household incomes in the study area indicate a concentration of poverty within this community of Richmond.

Figure 6: Household Income Levels Comparison 2016
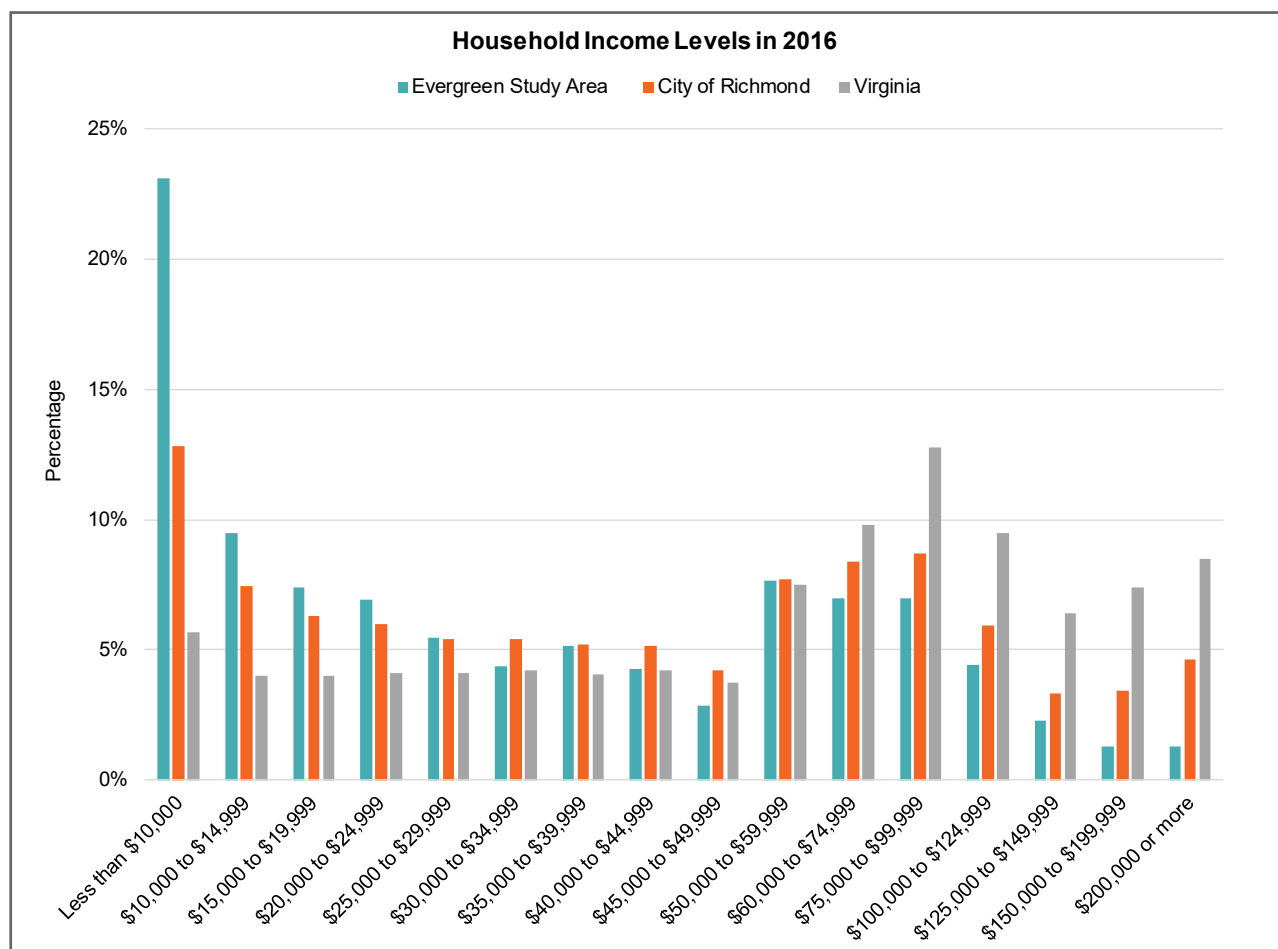
Source: U.S. Census Data, B19001 (2016) Block Group, County, State

Education Attainment Levels

A comparison of educational attainment levels (Figure 7) for the Evergreen Study Area, the City of Richmond, and Virginia indicates that a higher share of adults in the study area have lower educational attainment. Around 23 percent of Evergreen Study Area residents earned less than a high school diploma, compared to 16 percent citywide and 11 percent statewide. The largest share of adults in the study area (26 percent) have obtained a high school diploma or equivalent, which is in-line with city and state adult shares. The share of adults in the study area who earned a Bachelor's degree, around 15 percent, is lower than the City of Richmond (22 percent) and Virginia (21 percent).

Figure 7: Education Attainment Levels Comparison 2016
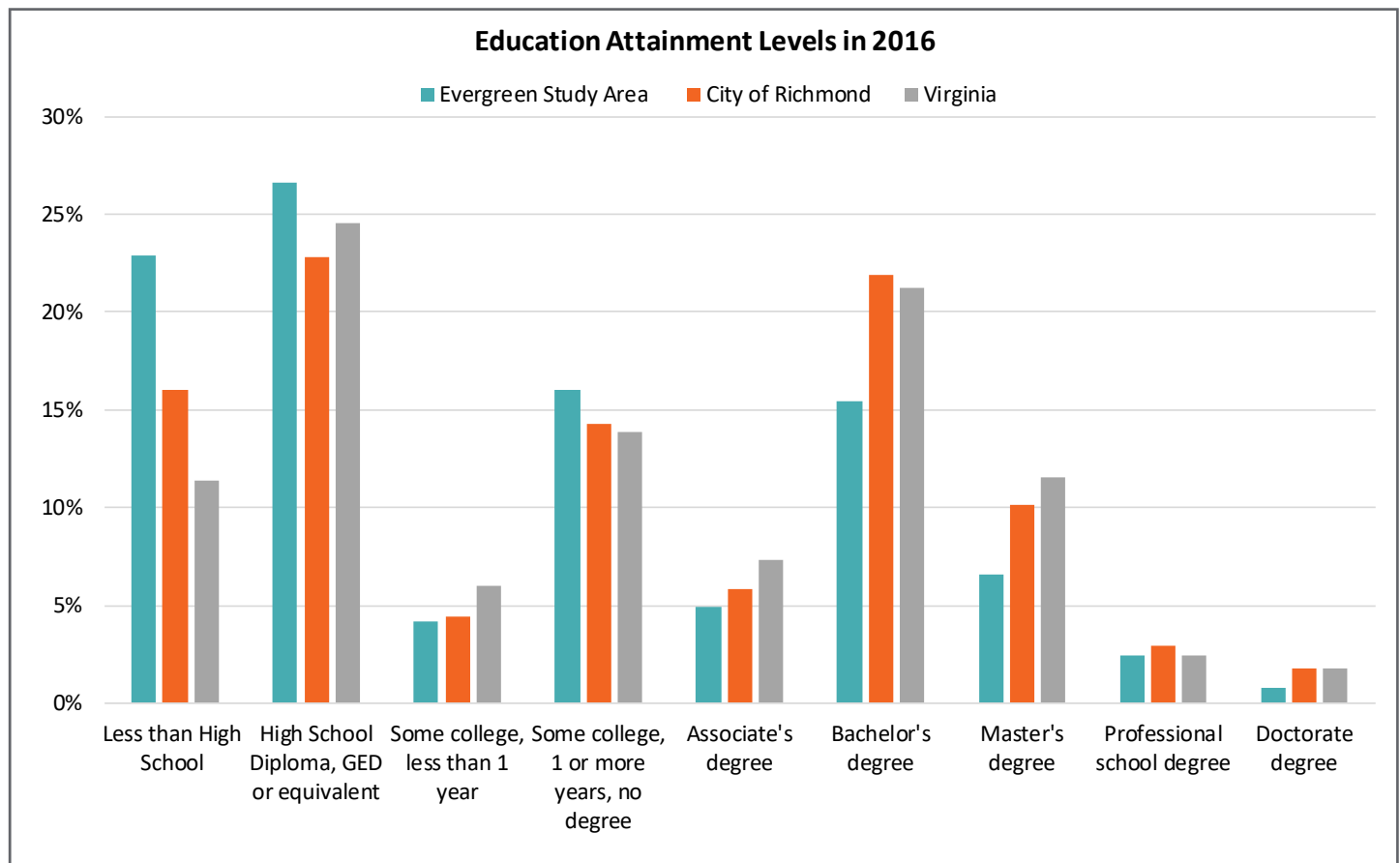
Source: U.S. Census Data, B15003 (2016) Block Group, County, State

EMPLOYMENT ANALYSIS

The majority of residents 16 and older living in the Evergreen Study Area drive alone to work, but the 66.7 percent share of residents driving alone is lower than the citywide rate of 71 percent (Table 2). Nearly 10 percent of working residents travel to work via public transit—almost twice the 5 percent rate citywide. A slightly higher share of workers living in the study area walk to work (6 percent) than the citywide share (5 percent).

The majority of workers in the study area are employed in one of four main sectors. The Educational Services, and Healthcare and Social Assistance sector accounts for just over 27 percent of workers (see Table 3). This sector is also the largest in Richmond. Almost 13 percent of study area workers are employed in the Professional, Scientific, and Management, and Administrative and Waste Management services sector. Retail Trade is another significant employment sector with 12.5 percent of study area workers. Arts, Entertainment, and Recreation, and Accommodation and Food services accounts or an additional 12 percent of workers.

The study area's 2016 unemployment rate of 5.1 percent is lower than that of the City of Richmond at 9.1 percent, according to American Community Survey estimates. The Evergreen Study Area shares similar employment trends with the City of Richmond, including a significant share of employment in the Educational Services, and Healthcare and Social Assistance industry sector. Based on the area's proximity to downtown Richmond, many residents living within the study area likely use public transportation or walk as a means to travel to work.

Table 2: Means of Transporation to Work in 2016

Means of Transporation to Work in 2016		
	Evergreen Study Area	**City of Richmond**
Car, Truck, or Van: Drove alone	66.7%	71.0%
Car, Truck, or Van: Carpooled	9.8%	10.7%
Public Transporation	9.8%	5.4%
Taxicab	0.7%	0.2%
Motorcycle	0.1%	0.3%
Bicycle	1.0%	2.1%
Walked	6.2%	5.4%
Other means	2.0%	1.1%
Worked at home	3.6%	3.9%
Source: U.S. Census data, B08301 (2016) Census Block Groups		

EMPLOYMENT ANALYSIS

Table 3: Employment by Industry Sector 2016

Evergreen Study Area: Employment by Industry Sector 2016		
Industry Sector	Percentage	Total Number Employed
Agriculture, forestry, fishing and hunting, and mining	0.3%	45
Construction	2.6%	350
Manufacturing	6.2%	826
Wholesale trade	1.7%	234
Retail trade	12.5%	1671
Transportation and warehousing, and utilities	4.7%	630
Information	1.7%	221
Finance and insurance, and real estate and rental and leasing	7.0%	943
Professional, scientific, and management, and administrative and waste management services	12.6%	1693
Educational services, and health care and social assistance	27.4%	3675
Arts, entertainment, and recreation, and accommodation and food services	12.2%	1630
Other services, except public administration	5.6%	746
Public administration	5.4%	724
Source: U.S. Census data, C24030 (2016)		

Conclusion

In 2016, the Evergreen Study Area was home to early career workers (age ranges 25 to 39 years), and a large majority of residents identified as African-American. The significant increase in the study area's population from 2010 to 2016 largely was driven by both younger and older residents but few in the mid- to late-career age range.

Adults in the study area have lower rates of educational attainment, and around 49 percent of adults have no education beyond high school. Study area households also earn lower incomes, with around 23 percent earning less than $10,000 annually. With a poverty rate of 37 percent—compared to the citywide rate of 25 percent—the study area is home to a significant portion of Richmond's population in poverty.

However, American Community Survey estimates indicate that the unemployment rate in the area (5.1 percent) is lower than the citywide rate (9.1 percent). The Educational Services and Healthcare industry sector represents the largest employer for area residents, accounting for 27.4 percent of all workers who live there. The area's proximity to institutions such as the Virginia Commonwealth University Health System, the City of Richmond, or the Commonwealth of Virginia in downtown Richmond, may allow many residents of the study area to use public transportation or walk as a means to travel to work.[1]

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1   50 Largest Employers, Richmond, Va. MSA. (2018, August). Retrieved from Greater Richmond
        Partnership: https://www.grpva.com/wp-content/uploads/2018/09/Largest-Private-Employers-in-Rich
        mond-Virginia-Metro-Area-Aug-2018.pdf?utm_referrer=https%3A%2F%2Fwww.grpva.com%2Fdata-re
        ports%2Fleading-employers%2F

CHAPTER II:

EXISTING CONDITIONS ANALYSIS

Introduction

Building an analysis of existing conditions is an important step in the master plan process. It allows stakeholders to understand the variety of factors that influence the planning process and identify opportunities and challenges for future implementation. This report expands upon the existing conditions analyzed—and themes developed in—a senior capstone class at Virginia Commonwealth University. It follows with a summary and analysis of existing conditions through a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. The synthesized recommendations conclude this section.
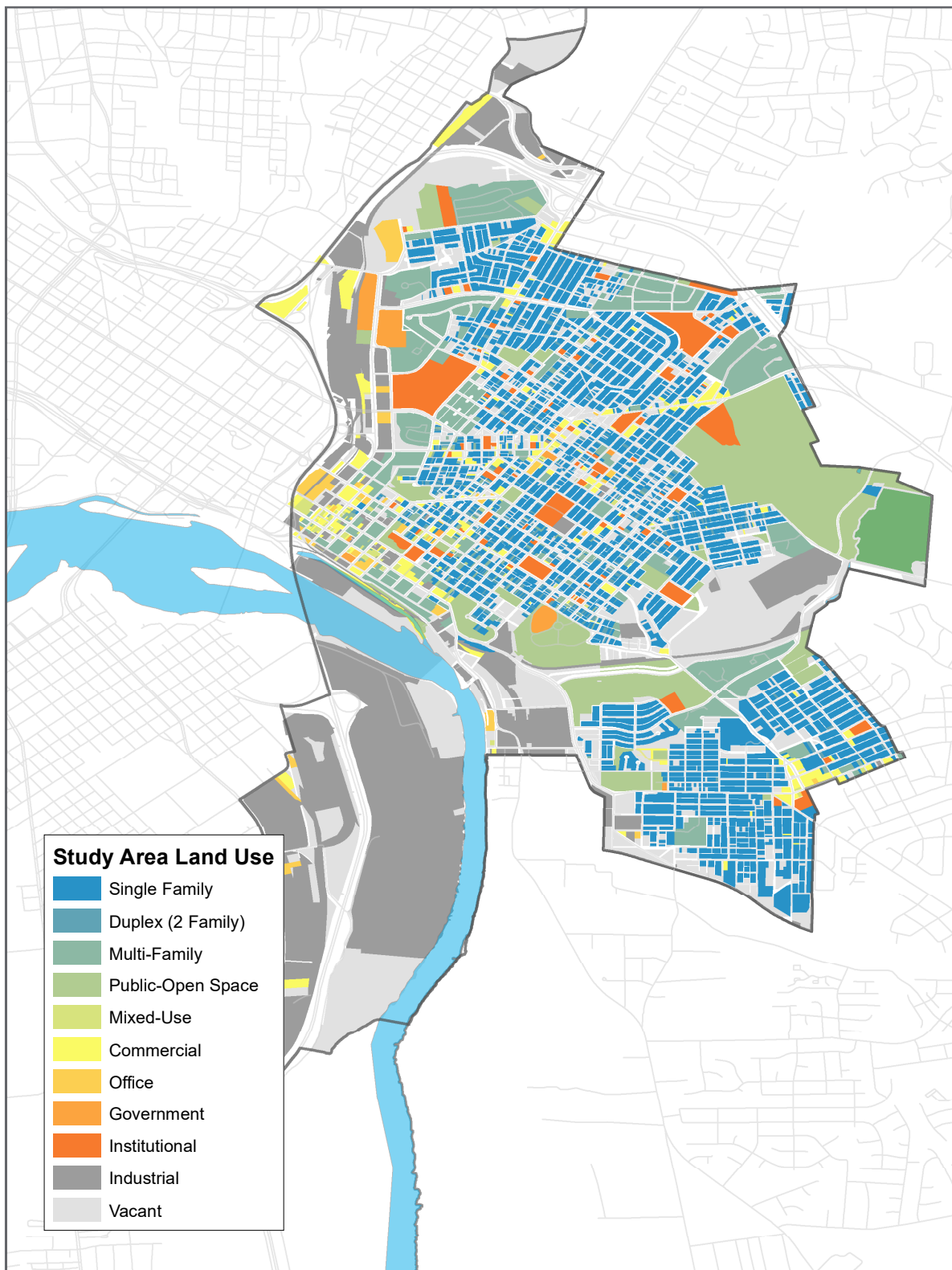
Land Use

Evergreen Cemetery is located on 60 acres in the East End of the City of Richmond bordering Henri-co County. Surrounding the cemetery property is residential property to the west, a recycling plant to the east, a machine and sandblasting center to the south, and Interstate 64 to the north. In the current Richmond City Master Plan, Evergreen is in property class 469-B (Cemetery) in an R-5 Residential (single family) zoning district. Parcels in Henrico County bordering the cemetery property are zoned M-1 Light Industrial and M-2 Heavy Industrial which includes that of Gillies Creek Recycling Facility and East End Cemetery. The Nine Mile Corridor, north of Evergreen Cemetery, holds business and commercial land uses as well as single family and multifamily residential.

Land use within the Evergreen Study Area, as seen in Figure 8, is largely Single Family with multi-family public housing such as Creighton Court, Fairfield Court, and Mosby Court. There are also a number of parks and open spaces in the East End, including Libby Hill Park, Chimborazo Park, Jefferson Park, and the Virginia Capital Trail entrance at Great Shiplock Park. Closer to downtown Richmond in the Shockoe Bottom neighborhood, land use becomes more industrial, commercial, and mixed use. The surrounding zoning places Evergreen in a unique position as a partial barrier between the residential and industrial areas.

Figure 8: Evergreen Study Area Land Use Map

Study Area Land Use
- Single Family
- Duplex (2 Family)
- Multi-Family
- Public-Open Space
- Mixed-Use
- Commercial
- Office
- Government
- Institutional
- Industrial
- Vacant

Source: City of Richmond Geographic Information Systems (GIS) data (2018)

Topography & Vegetation

Evergreen Cemetery is distant from the well-maintained grounds it boasted in its past. Despite volunteer efforts to address decades of neglect, the cemetery's graves and pathways are overgrown with invasive plants like Kudzu and Chinese Privet. These fast-growing and resilient plants have gradually taken root across much of the grounds. The overgrown foliage has made certain areas of the grounds inaccessible to visitors, blocking pathways and graves. Recently, volunteer groups have spent time clearing large swaths of overgrown plants, and the result has been a completely cleared area called the "New Loop". The primary public entrance to the New Loop is off Bulheller Road, which connects to Stony Run Road just south of Interstate 64. The entrance is designated by a single sign shared by both Evergreen Cemetery and East End Cemetery. In addition to the cleared New Loop, there is also an unofficial "pirate trail" system built by the cycling community. The cycling path connects through the east end of the cemetery and exits southwest to East Richmond Road.

An aerial map (Figure 9) displays the landscape of Evergreen Cemetery today and overlays the original burial plots. The "New Loop" is visible as the cleared, open space on the eastern side of the cemetery while much of the remaining sections remain tree-covered. Figure 10 displays another perspective of the Historic Evergreen Cemetery sections that shows the burial plots within each section. This map offers more detailed information on the possible locations of graves in the topography of Evergreen today.
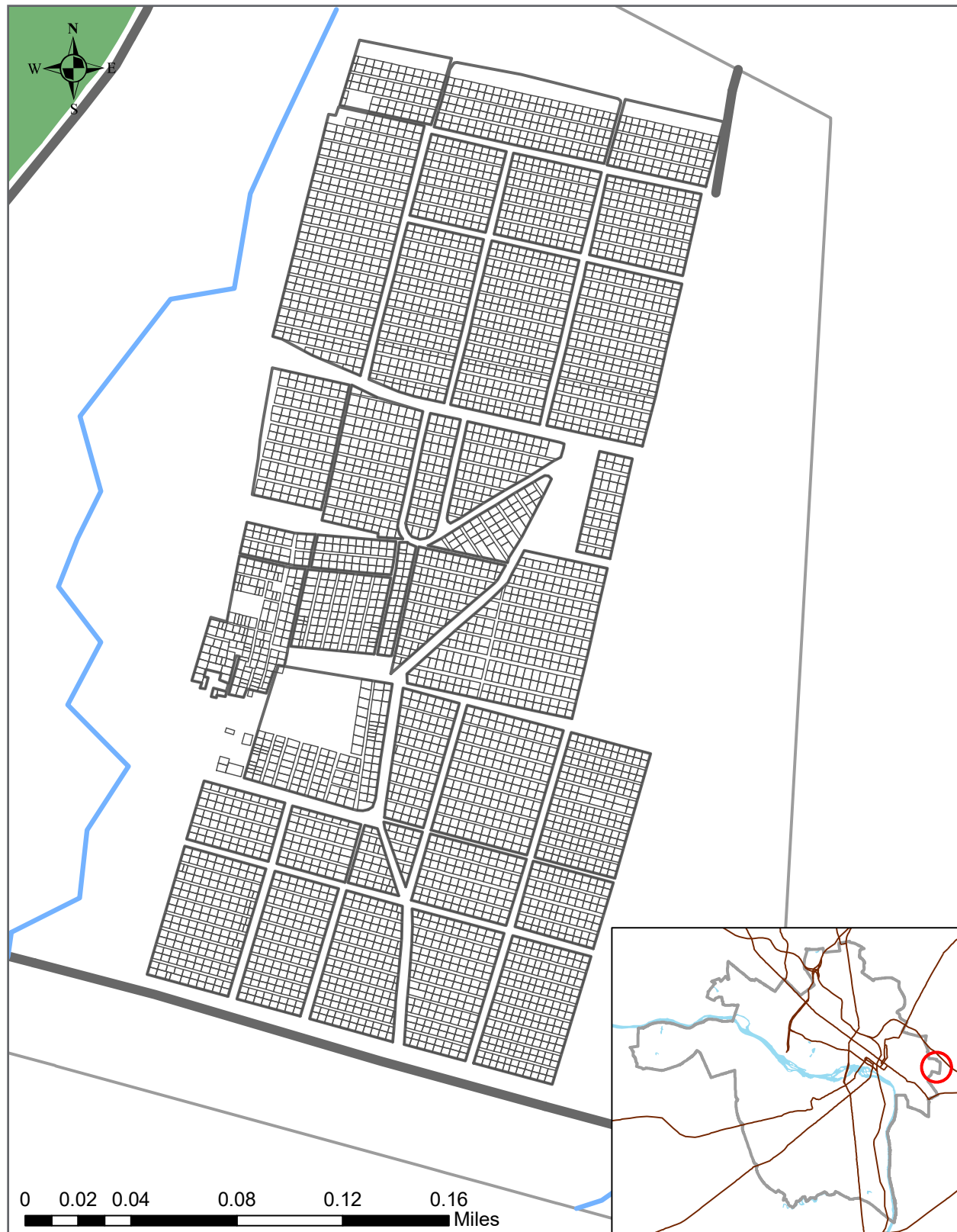
Figure 9: Historic Evergreen Cemetery Aerial Map

Figure 10: Historic Evergreen Cemetery Topography Map

Accessibility

Analysis of the transportation infrastructure surrounding Evergreen suggests that the majority of visitors to the cemetery arrive there in a vehicle. The lack of sidewalks or bikes lanes along the closest connecting roads, Stony Run and East Richmond, make travel via bicycle or foot difficult. Both roads also have limited shoulder space and are bordered by drainage ditches, making them unsafe for pedestrians. The cemetery is accessible via bus, and the nearest bus stop on Nine Mile Road is less than a mile from the entrance to Evergreen.

Evergreen has one public entrance, but there are two unauthorized entrances to the cemetery. The informal entrances make controlling access to the property outside of operating hours difficult. The front entrance gate locks when the park closes, which prevents unauthorized vehicles. However, the cemetery remains accessible to bicycle or pedestrian traffic after hours. Over the years, the cycling community in Richmond began to utilize Evergreen's historic paths and roadways as "informal cycling trails". Additionally without controlled access, the cemetery is subject to trespassing, vandalism, and trash dumping.

Since the Fall 2017, the Enrichmond staff, AmeriCorps NCCC teams, and hundreds of volunteers have cleared vegetation from grave sites and pathways. Around 2.5 miles of roadways and pathways and 15 of the 60 acres have been cleared and and are ready for restoration. Although much of Evergreen remains overgrown with vegetation, dense overgrowth is not the only factor that limits access. Evergreen lacks signage to help visitors navigate through the property or educate them about the history of the cemetery or the notable people buried there. Informational signs play a vital role in the visitor experience. They allow for self-guided tours through the cemetery trails and create opportunities to connect to surrounding cemeteries and the James River Park system.

Stakeholder Analysis

A review of the various stakeholders participating in the restoration of Evergreen Cemetery shows a wide range of community and agency interest in the future the Richmond landmark, as seen in Figure 11. As the owner of the property, Enrichmond is considered the principal stakeholder for revitalization and ongoing maintenance of the cemetery. Enrichmond, a 501(c)(3) tax-exempt organization, relies on community and private partnerships to fund restoration and preservation efforts of many public recreational facilities across the city, including Evergreen. In addition to the network of support from Enrichmond, Evergreen has numerous volunteer, neighbor, and family stakeholders with ties to the cemetery. The following chart is a visual representation of the various Evergreen stakeholders. Each of the community and agency stakeholder groups plays a role in the revitalization of Evergreen by contributing time, money, or resources.

Figure 11: Stakeholder Analysis Chart for Historic Evergreen Cemetery
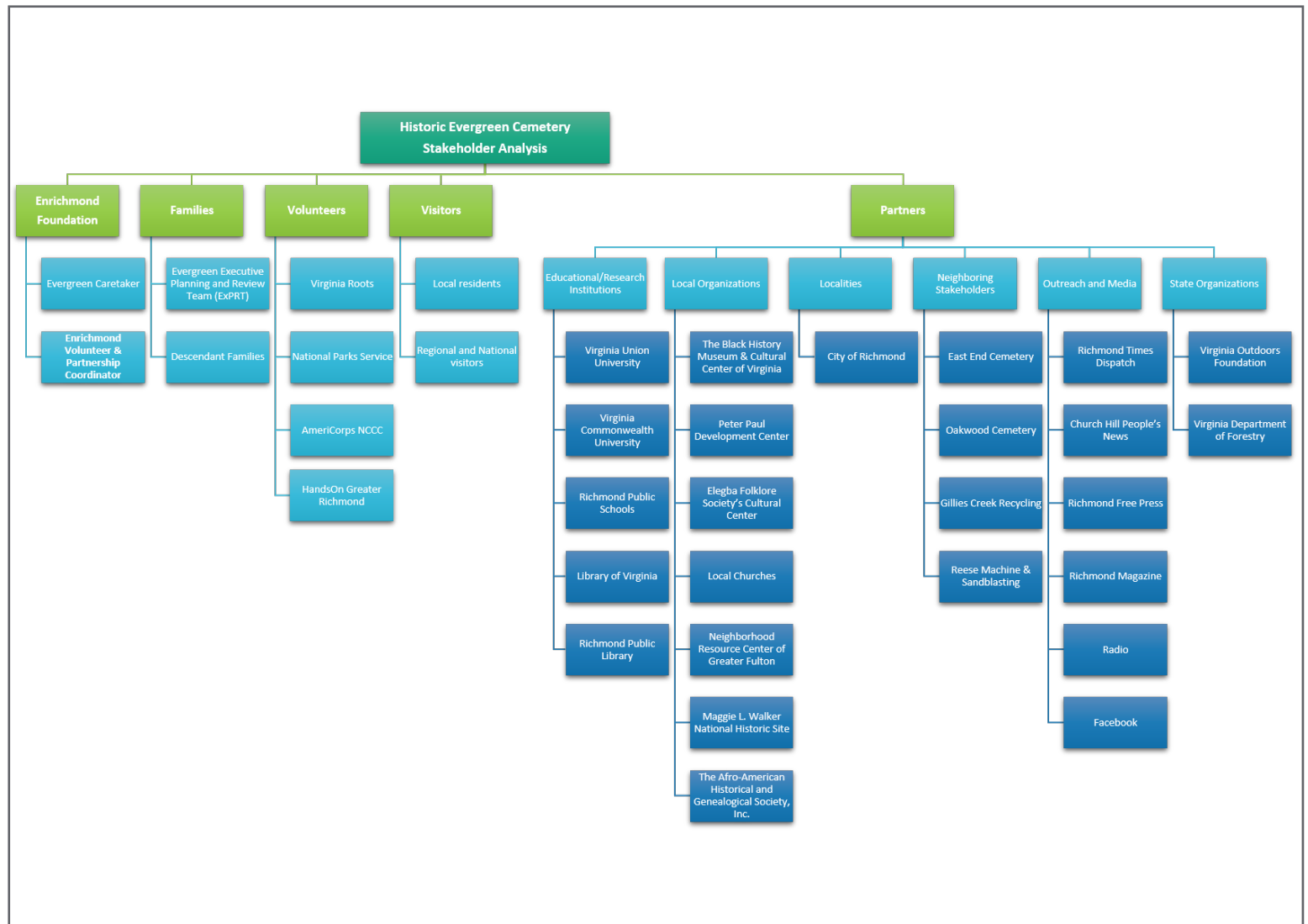
Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

Data and information gathered through the demographic analysis of the study area and the existing conditions of the cemetery have been organized into a SWOT framework—an analytical tool commonly used to highlight Strengths, Weaknesses, Opportunities, and Threats. Understanding these elements is an important step in the planning process to identify critical factors and influences occurring in and around Evergreen Cemetery.

Strengths

Historical Significance
- Evergreen Cemetery plays an important role in Richmond's history and is the resting place for many African-American leaders, including Maggie L. Walker, Alfred D. Price, John Mitchell Jr., Col. Thomas W. Mitchell, Daniel Joseph Farrar Sr., Dr. Sarah Garland Boyd Jones, Rev. J. Andrew Bowler, and William M.T. Forrester.[12]

Community Leadership and Commitment
- Descendant family members and grassroots community leaders show a dedication and passion for restoring Evergreen that will play an important role in community engagement and the planning process.

Connectivity & Signage
- Evergreen Cemetery's proximity to I-64 and Stony Run Parkway allows for connection to vehicular traffic and accessibility to the City of Richmond. Within the cemetery there are identifiable roads and pathways into other spaces. There is signage at the entrance from Stony Run Parkway, and the entrance of Evergreen is evident with a gateway and pillars stating "Evergreen Cemetery".

Open Space
- Located within the city limits, Evergreen Cemetery is a public, open space for visitors and descendant families. The New Loop is completely cleared of overgrown vegetation, but much of the landscape remains hidden by forest.

1 Huffstutler, E. S. (2014, Nov/Dec). And They Weep...A
      Richmond Disgrace - Part 2. The Church Hill Association: Community Newsletter, pp. 14-17.

2 Evergreen Cemetery. (2018). Retrieved from The Enrich
      mond Foundation: https://enrichmond.org/evergreen-cemetery/

Strengths continued

Ecosystem & Landscape
- There are many plant species and wildlife present at Evergreen. Much of the ground in unreclaimed sections of the cemetery is covered with invasive plants such as Kudzu and Chinese Privet. Evergreen's landscape also shows a number of mature trees, and the cemetery is largely sheltered by a tree canopy.

Sacred African Burial Symbolism
- Comparable to other Historic African American cemeteries in the South, Evergreen burial sites signify a connection to the cultural heritage of West Africa. Objects such as conch shells represent the spiritual connection to water, and yucca plants symbolize protection from evil. The presence of evergreens represent immortality and everlasting life. Family plats and burial sites also feature stone and iron work to enclose the sacred space.[3]

3 Cemetery, T. C. (2018, November 5). Retrieved from Historic Randolph Cemetery: http://www.historicrandolphcemetery.org/

Weaknesses

Visible & Invisible Grave Sites
- The overgrown vegetation creates a significant challenge for locating and identifying grave sites throughout the cemetery. The degradation of burial sites that has occurred over time creates barriers for preserving tombstones and family plots.

Overgrown Vegetation
- The historic lack of caretaking in Evergreen is visible today in the tree roots, ivy, and kudzu that disrupt burial sites. Clearing vegetation and maintaining the cemetery grounds remain ongoing challenges.

Accessibility, Safety, & Security
- Much of Evergreen is not easily navigable due to vegetation and lack of maintained trails and pathways. Aside from the entrance gate, the cemetery is largely unprotected and unsecured from vandalism and crime.

Opportunities

Build Community Engagement -
"Empower Evergreen"
• Many descendant families, volunteers, visitors, and members of the community want to be engaged in the Historic Evergreen Cemetery Restoration Master Plan process. Community engagement efforts in the planning process—empowering the community—will create sustainable involvement for the future.

Creating Public Spaces & Places
• Evergreen Cemetery at one time was a public space and gathering place for families. The history is an opportunity to create public space and connect Evergreen to the Richmond community.

Connectivity to Greenways & Trails
• Evergreen's location offers the potential to connect to other public spaces, trails, greenways, and parks, contributing to Richmond's growing community of outdoor enthusiasts.

Threats

Noise, Odor, and Air Pollution
• The proximity of Gillies Creek Industrial Recycling and the Henrico Pumping Station could impact the visitor experience through noise, dust, and odor. In November 2018, the County of Henrico, Board of Zoning Appeals approved a conditional use permit allowing the Gillies Creek Industrial Recycling facility to grow a current landfill.[1] The potential expansion could threaten restoration efforts and future preservation of Evergreen.

Trash and Littering
• There are past and present issues of littering that occur along the edge of Evergreen and within the cemetery.

Crime and Vandalism – Protecting Evergreen
• Historically, Evergreen has been impacted by crime and vandalism. Protecting and ensuring the cemetery grounds are secure is an ongoing concern.

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1 Henrico County, Board of Zoning Appeals. (2018, November 15). Henrico County, Board of Zoning Appeals Agenda for Appeals, Variances, and Conditional Use Permits. Retrieved from Henrico County: https://henrico.us/pdfs/planning/2018/nov18bza.pdf

The SWOT analysis summarizes factors that will influence the restoration planning process of Historic Evergreen Cemetery. The cemetery faces challenges with connectivity and accessibility, but they also represent opportunities for enhancing pathways and safety. The historical significance of Evergreen presents an opportunity to involve the descendant community and volunteers.

Based on the evaluation of existing conditions and the analysis of Strengths, Weaknesses, Opportunities, and Threats, the following areas of focus have been identified: leveraging support from community leaders and descendant families; recreating Evergreen as a gathering place for families and visitors; enhancing infrastructure with design features; and building partnerships within the community.

Cultivating Community Empowerment and Leadership:
- Historic Evergreen Cemetery is an asset to the Richmond community. Community leaders and family members of ancestors interred at the cemetery have led volunteer efforts for many years. Leveraging their dedication and expertise is vital to the success of restoration planning efforts.

Create a place for gathering while preserving history:
- Historically, Evergreen served as a public space and gathering place for families in the African-American community. Building awareness of Evergreen's historical significance will promote understanding of the cemetery and create a connection to various members of the community.

Enhancing Pathways, Safety, and Landscape Features:
- Challenges identified in the SWOT analysis spoke to issues of accessibility, safety, and overgrown vegetation. Enhancing the landscape with design features such as defined pathways, lighting, and clear sight lines will increase navigability and improve access to the cemetery grounds.

Building partnerships for future community uses:
- The stakeholder analysis revealed a number of partners whose involvement in the restoration process would leverage community support and local knowledge. Restoration efforts at Evergreen should not be limited to physical enhancements. There is an opportunity to collaborate with partners and create uses for the community in the future.

# CHAPTER III:

CASE STUDIES ANALYSIS

CASE STUDIES

Case studies of other cemetery restoration efforts reveals common themes such as stakeholder engagement, historic data gathering and dissemination, and creating frameworks for sustainable caretaking and maintenance. Case studies of Baltimore, Maryland and Columbia, South Carolina provide examples of historic African-American cemeteries with ongoing restoration efforts similar to those of Historic Evergreen Cemetery.

Hollywood Cemetery, Richmond, Virginia

Hollywood Cemetery was created in 1847 when two Richmond citizens, Joshua J. Fry and William H. Haxall, were inspired by a visit to Mount Auburn Cemetery in Boston. Development began on Hollywood Cemetery one year after the 1847 proposal. An enclosure fence was built around the 40-acre property along with an extensive system of gutters, drainage ditches, culverts and bridges. Several lakes were also dug around the property, most of which have since been filled-in to accommodate additional graves and pathways. In 1858, the remains of President James Monroe were interred in Hollywood Cemetery, and the James Monroe Tomb was erected. The tomb later became the centerpiece of the President's Circle. Hollywood cemetery is the final resting place for presidents and families alike; however, after the Civil War, Hollywood became a large cemetery for military internments.[1]

At the end of the Civil War, the federal government banned Confederate soldiers from national cemeteries, and hundreds of bodies were sent to Hollywood Cemetery. In 1866, the Hollywood Ladies Memorial Association was founded to care for Confederate graves. The association reinterred around 3,000 bodies from the battlefield of Gettysburg. The Ladies Memorial Association continued to maintain the Confederate graves, creating the Soldiers' Section of the cemetery and building a 90-foot granite pyramid dedicated to the Confederate soldiers buried at Hollywood.[1]
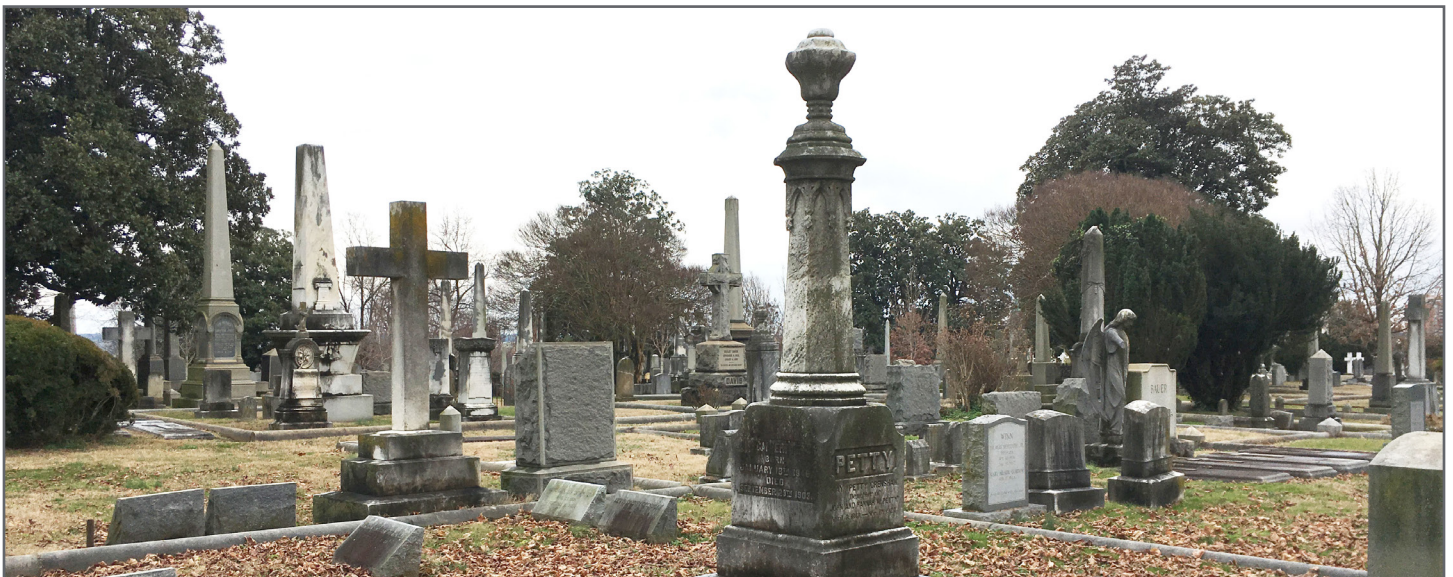
1 Company, H. C. (2018, November 5). Retrieved from
     Hollywood Cemetery: https://www.hollywood
     cemetery.org/

Restoration Process:

Today much of the maintenance for Hollywood is funded by the nonprofit Friends of Hollywood Cemetery. The cemetery also has a board of directors and a small staff dedicated to regular upkeep and arranging new burials. In 2007, Friends of Hollywood Cemetery commissioned an assessment of every monument in the cemetery to begin widespread restoration efforts. The nonprofit's Board of Directors prioritized restoration in phases, starting in sections of the cemetery most in need of repair. In 2009, Friends of Hollywood raised over $100,000 through donations from individuals and corporate foundations to fund cemetery restoration. Restoration efforts began in the spring of 2010 by conservator Robert Mosko of Mosko Cemetery Services, marking the most extensive conservation project the cemetery has ever undergone.[1]

In 2012, Mosko's team finished restoring 326 monuments and 47 historic iron fences in the President's Circle, the first phase of restoration efforts. Phase two of restoration is still ongoing. In addition to physical restoration of the cemetery, a grant was awarded to the Friends of Hollywood by The Cabell Foundation in 2015 to digitize paper records of those interred in the cemetery and piece together missing information through cataloging markers and monuments.[1]

According to the Friends of Hollywood Cemetery 2017 annual report, over 3,916 monuments and 259 fences have been restored since the project began in 2010. The nonprofit raised over $3.18 million dollars from 2008 to 2017 with most of the revenue generated through donations from various foundations. The majority of generated revenue goes directly into capital restoration with a reported $1,882,323 dollars—74 percent of total expenses for 2008 to 2017.

Hollywood Cemetery is an example of a successful restoration project with conservation still ongoing. In addition to regular maintenance of its grounds, Hollywood Cemetery also has a well-designed and accessible website. The cemetery website encourages visitors to learn more about the history of Hollywood and provides a detailed timeline of major historical events. The site also includes a feature that allows visitors to search by name to find the location of a particular gravesite.[1]

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1 Company, H. C. (2018, November 5). Retrieved from
       Hollywood Cemetery: https://www.hollywoodcemetery.org/

Mount Auburn Cemetery, Baltimore, Maryland

Established in 1872, Mount Auburn Cemetery is located near the Westport community of Baltimore, Maryland. This historic African-American cemetery was formed by Reverend James Peck as a resting place for leaders of the city's Black community. In the mid-1900s, the cemetery endured vandalism, blight, and abandonment. Decades later, the cemetery became overgrown with many grave sites covered by vegetation.[1]

Restoration Process:
Restoration of Mount Auburn Cemetery began with funding support from Chief Judge Robert Bell in 2013. Initial funding led to research efforts and clearing of vegetation. Parallel initiatives began to gather historical information and leverage community support from the Sharp Street Memorial United Methodist Church.[1]

In conjunction with clean-up efforts, support for the Mount Auburn Cemetery restoration also evolved into a strategy for identifying and geocoding the grave sites. The first stage of this methodology included locating hidden and deteriorating burial sites. An iPhone App linked to online repository BillionGraves allowed for the creation of a spatial database. Alternatively, a second approach was developed to identify the people interred at Mount Auburn. The approach involved archival research of obituaries and Death Certificates found in the Baltimore Sun and The Afro-American—local newspapers. Historical information is maintained by the Maryland State Archives, the Enoch Pratt Free Library, and the Schomberg Center for Research in Black Culture.[1]

Using this strategy, approximately 51,366 burial sites were documented out of an estimated 55,000 total burials in Mount Auburn. Some key challenges and lessons learned from cemetery restoration efforts revolve around accuracy in data gathering and lack of information prior to 1904 on burial plots.[1]

The Mount Auburn Cemetery website provides information on the progression of cemetery restoration and research project updates. The website also includes an online repository of individuals interred at the cemetery. Each data entry offers name, date of birth, date of death, and a map of the burial site. The online information and data repository is supported by the Maryland State Archives and the Lost Neighborhoods Project. Additionally, there is a connection to local resources and community leadership with active participation from the Sharp Street Memorial United Methodist Church.[1]

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1 (2018, November 5). Retrieved from Resurrecting
      Mount Auburn Cemetery: http://mountau
      burn.msa.maryland.gov/index.aspx

Bonaventure Cemetery, Savannah, Georgia

Established in 1846, the Bonaventure Cemetery—originally named Evergreen Cemetery—is located at the site of what was Bonaventure Plantation. In 1907, the City of Savannah took ownership of the cemetery, and over time the site grew from 60 to 103 acres. Since the early 1900s, the City of Savannah has restored and reconstructed areas of the cemetery in order to expand the burial sites and increase sustainable maintenance of the grounds.[1]

Restoration Process:
In 1992, community members formed the Bonaventure Historical Society (BHS), a nonprofit organization, to maintain restoration and future caretaking of Bonaventure Cemetery in partnership with the City of Savannah. Through this organization, the cemetery offers guided tours, an online blog, and membership opportunities. BHS membership includes an Annual Membership Dinner Meeting and a bi-monthly newsletter with historical information and cemetery restoration events.[1]

The Bonaventure Historical Society maintains funding through membership dues, grants, and donations. The organization does not appear to receive financing from the locality or other levels of government. However, the city supports Bonaventure Cemetery by maintaining a burial repository on the City of Savannah Department of Cemeteries website.[1]

Image Courtesy of Don Teuton and the Bonaventure Historical Society (2018)

1 Bonaventure Cemetery. (2018, November 5). Retrieved
     from Bonaventure Historical Society: http://www.
     bonaventurehistorical.org/

Historic Randolph Cemetery, Columbia, South Carolina

Historic Randolph Cemetery was formed with support from local African American politicians and business owners in 1872. Founders named the cemetery after Senator Benjamin Franklin Randolph, who assisted in implementing voting rights legislation at the 1868 South Carolina State Constitutional Convention for black and white men who did not own property. Randolph Cemetery became the resting place for many influential African-Americans in South Carolina, and by 1918, most of the burial sites were purchased.[1]

During the 1900s, key cultural shifts shaped community awareness and attachment to Historic Randolph Cemetery. In the Reconstruction Era and Jim Crow South, many African-Americans moved north in what came to be known as the Great Migration. As families moved north, many plots and ancestral burials at Randolph were left unclaimed. The City of Columbia incorporated Randolph Cemetery as part of Urban Renewal projects, which meant the area would be removed. A member of the African-American community, Minnie Simons Williams, stopped the demolition, and her actions ignited efforts to restore and preserve Randolph Cemetery.[1]

Restoration Process:

Initial movement towards restoring the cemetery began with its designation on the National Register of Historic Places in 1995. In 2005, the Downtown Columbia Cemetery Task Force (DCCTF) was formed by South Carolina State Museum, the South Carolina State Department of Archives and History, and the Historic Columbia Foundation. Initial funding for restoration and preservation was allocated by a local senator. Historic Randolph Cemetery's process for restoration involved maintenance and vegetation clearing in 2007 and mapping and surveying to identify burial sites. Recently, the task force founded a nonprofit and employed experts to implement preservation efforts and create a new vision for the cemetery's future.[1]

Historic Randolph Cemetery demonstrates many best practices for restoring and preserving a historic African-American cemetery. One best practice includes the formation of a steering group, the Downtown Columbia Cemetery Task Force (DCCTF), to serve as a leader for restoration and vision. The cemetery's designation on the National Register of Historic Places helped provide recognition and secured funding avenues at the local level. Lastly, as part of preservation efforts, the DCCTF procured a consultant firm to research historical information about Randolph Cemetery and build a repository of ancestors interred at the cemetery.[1]

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1 Cemetery, T. C. (2018, November 5). Retrieved from
    Historic Randolph Cemetery: http://www.historic
    randolphcemetery.org/

CASE STUDIES

Comparative Analysis - Key Takeaways

Establishing of a stakeholder group:
- Many cemeteries emphasized the importance of a stakeholder group with members from the local community who would serve as key advocates and lead cemetery restoration efforts. Unifying community leaders and partnering with local churches and research institutions will provide avenues for financing initiatives and sustain community engagement.

Locality Support and National Recognition:
- Mount Auburn Cemetery and Historic Randolph Cemetery received initial support by partnering with their localities or state officials. Historic Randolph Cemetery, in particular, received recognition through the National Register of Historic Places, allowing for more funding opportunities.

Financing vegetation clearing and physical restoration:
- Several cemeteries established a nonprofit organization to maintain the cemetery grounds. The Friends of Hollywood Cemetery nonprofit used funds to orchestrate restoration of monuments and headstones throughout the cemetery. Funding also goes towards daily maintenance of cemetery grounds. Hollywood Cemetery has a lawnmower and various other landscaping tools on the grounds for everyday upkeep.

Identifying burial sites using Geographic Information Systems (GIS):
- Mount Auburn Cemetery in Baltimore developed a process for identifying burial sites by geocoding the locations using GIS software. Researchers then cross-referenced the burial data with Death Certificates and archival information from local newspapers.

Creating an Ancestral Repository and historical data collection:
- A common thread among all case studies included the importance of collecting historical information on the ancestors interred at each cemetery and creating a repository. Similarly, communities involved in the restoration shared the life stories of those interred, emphasizing the significance of the historic cemetery.

Conclusion

The cemeteries assessed in the case studies provided best practices that are relevant to the Historic Evergreen Restoration Master Plan. Initial clearing of vegetation and maintaining the cemetery landscape are vital steps in the physical restoration. Involvement of key stakeholders and local governments can bring awareness to the historic place and potential funding avenues. Lastly, identifying the location of burial sites and gathering information on ancestors interred will allow descendant families to conduct genealogy research and add important context to their ancestors' memories.

CHAPTER IV:

COMMUNITY ENGAGEMENT APPROACH

Purpose

The purpose of this Community Engagement Approach is twofold: first, to acknowledge the structure and process created for the Historic Evergreen Cemetery Restoration planning by the Historic Evergreen Cemetery Executive Planning and Review Team (Team); and second, to outline principles for engagement that are consistent with the values and intentions set by the Team.

Upon review and approval from the EnRichmond Foundation and the Team, this Community Engagement Approach should be adopted as a compass for future planning and implementation activities. The expectations and norms outlined herein are intended to inform meaningful community engagement that will guide the Evergreen Cemetery Restoration planning process.

Background: Building a Local Advisory Team

The Historic Evergreen Cemetery Executive Planning and Review Team (Team) was established in June 2018 in an effort to cultivate a community-driven process. Individuals with knowledge of and connection to Evergreen Cemetery were sought to advise the EnRichmond Foundation in planning, reviewing, and prioritizing initiatives relating to the restoration of Historic Evergreen Cemetery.

The following criteria informed the nominations:

• Connections to loved ones resting at Evergreen Cemetery

• Possession of local knowledge and experience as a longtime resident of the City of Richmond

• Commitment to dignifying African American places, people, and perspectives

• Demonstrated ability to work collaboratively and to communicate respectfully and constructively

The Team's discussions, decisions, and recommendations will inform the strategic priorities and tactical implementation of Evergreen's multi-year restoration process.

The ExPRT Charter

A Charter (copy available by Enrichmond team) was created immediately as a means to establish transparency. The Charter intended to clearly outline the purpose of the members nominated to the be part of the Historic Evergreen Cemetery Executive Planning and Review Team (Team), the expectations and roles of this Team in relationship to the Enrichmond Foundation, and the details surrounding term length and governance of this Team.

The Charter states that the Team will be comprised of 12 to 15 stakeholders, and members will advise the Enrichmond Foundation in planning, reviewing, and prioritizing initiatives relating to the restoration of Historic Evergreen Cemetery. In doing so, members will play a key role in representing and prioritizing the ideas, suggestions, and concerns of a wide range of community stakeholders to help strengthen the impact, quality, and sustainability of the project through implementation of Evergreen's multi-year restoration process.

Team members are expected to be authentically committed to the successful restoration of Historic Evergreen Cemetery as a sacred, accessible, public place where African-American perspectives and histories are dignified and celebrated. Members are committed at all times to open, honest, and respectful dialogue that conveys an appreciation for all experiences, backgrounds, and perspectives—especially during moments of disagreement.

Meeting Schedule

Each ExPRT member has a connection to Evergreen Cemetery, and these diverse experiences should be valued and shared in the engagement processes.

As stated in the Charter, each ExPRT meeting is guided by a member of the Enrichmond team who serves as Facilitator. This team member maintains all communication, meeting agendas, and materials related to the ExPRT meetings. Meeting minutes are maintained by the Secretary and Assistant Secretary, and both positions are voted on by the ExPRT members. The Charter emphasizes that all Team members have an equal voice and stake in decisions and discussions.

Each ExPRT meeting follows an agenda that the Facilitator developed with input from Team members. The Secretary leads approval of the previous meeting minutes prior to beginning the meeting. The overall goal of each meeting is to provide an open forum for dialogue, suggestions, and feedback on the restoration process and key steps for moving forward.

Team meetings are held monthly between 5:30–7:00 p.m. at the Claude G. Perkins Living and Learning Center located at the Virginia Union University. A buffet-style dinner is provided beforehand as a means to allow fellowship and relationship-building.

Each Team member has a connection to Evergreen Cemetery, and meetings are designed to ensure diverse experiences and opinions can be shared openly.

Setting Values, Vision, and Mission

Through a process of discussion, reflection and refinement over three months, the Historic Evergreen Cemetery Executive Planning and Review Team members drafted a statement of values, a vision, and a mission to guide the Evergreen Cemetery Restoration Plan. The following graphic helps to clarify the respective roles and importance of the values, vision, and mission statements in relationship to the planning process.

Values: What do we stand for?
The following list of values reflects those terms used most frequently by the members of the team to describe what Evergreen means to them:

Family, History, Legacy, Love, Resilience, Preservation, and Community

Vision: Where are we going?
To inspire present and future generations to honor the nation's African-American cultural, historical, and spiritual inheritance.

Mission: What is our motivation and purpose?
To reveal and celebrate African-American lives, legacies, and places through public programming, education, and preservation

The strategic objectives and actions to achieve the set mission are currently being developed by the Team as they develop and gather ideas for next steps. Initial priorities for action include the following:

• Restore and maintain the historical fabric of the cemetery, including grave markers, pathways, and sightlines
• Add modern but tasteful elements to the landscape to facilitate access, visitation, and maintenance, so that Evergreen functions as a national historical park
• Create research tools for Evergreen families, researchers, and the general public
• Create institutional partnerships for public programming
• Build an endowment for the perpetual care and operation of the cemetery as a national memorial park serving the public

The Team proposed a framework for moving forward on the strategic objectives that focused on: letting the community know about the restoration process and the leadership of local residents and stakeholders in the process; identifying a priority to build a platform of stories and memories; and providing opportunities to widen the involvement of stakeholders moving forward. These actions are summarized under the following categories:

Learn — Informing the community about the Evergreen Restoration Planning process and timeline

Share — Tell stories and allow attendees to share memories of Evergreen

Join — Let attendees know how they can get involved in future efforts

Community Conversations

As a means to identify potential strategies that would help elevate opportunities to Learn, Share, and Join, the Historic Evergreen Cemetery Executive Planning and Review Team members launched a series of Community Conversations. Ideas for community conversation venues were suggested by the Team and included libraries, community centers, churches, and cultural centers in neighborhoods of the East End, Northside, Fulton, and Jackson Ward. Figures 12 and 13 displayed below are materials used and distributed by the Team around the Richmond community.

Figure 12: "Restoring Historic Evergreen Cemetery: A Community Conversation" Schedule

Restoring Historic Evergreen Cemetery: A Community Conversation

Come learn about what's happening at Historic Evergreen Cemetery—a long-neglected national treasure—to honor the more than 10,000 Richmond heroes who rest in this sacred and important resting place.
We invite you and your family to share your ideas, suggestions, and Evergreen memories in one or more of the following free, public **Community Conversations**:

- **Sat., Oct. 6th , 2:00–3:30 p.m.**
  Black History Museum and
  Cultural Center of Virginia
  122 W. Leigh St.

- **Tues., Oct. 9th, 6:00–7:30 p.m.**
  Main Richmond Public Library, Annex
  101 E. Franklin St.

- **Thu., Oct. 11th, 6:30–8:00 p.m.**
  Neighborhood Resource Center
  of Greater Fulton
  1519 Williamsburg Rd.

- **Sat., Oct. 13th, 2:00–3:30 p.m.**
  East End Library
  1200 N. 25th St.

- **Tues., Oct. 16th, 6:00–7:30 p.m.**
  Mount Olivet Church
  1223 N. 25th St.

- **Wed., Oct. 17th, 10:00–11:30 a.m.**
  Peter Paul Development Center
  1708 N. 22nd St.

- **Sat., Oct. 20th, 1:00–2:30 p.m.**
  Virginia Union University
  Wilder Library, 1st floor conference room
  1500 N. Lombardy St.

- **Wed., Oct. 24th, 7:00–8:30 p.m.**
  Elegba Folklore Society's Cultural Center
  101 E. Broad St.

- **Sat., Oct. 27th, 11:00 a.m–12:00 p.m.**
  Maggie L. Walker National Historic Site
  600 N. 2nd St.

We look forward to hearing from you!
For more information:
enrichmond.org/evergreen-cemetery

Figure 13: "Restoring Historic Evergreen Cemetery: A Community Conversation" Handout

Tools for Conversation

Team Facilitators
Team members volunteered to lead and support community meetings that would take place around the City of Richmond. Community Conversation sessions presented information on the Evergreen Cemetery restoration planning process and timeline, provided an opportunity for attendees to share their memories, stories, and ancestral connection, and discuss ways to become involved in the restoration.

Facilitators opened the meetings sharing their own connection to Evergreen Cemetery, why the restoration is important, and how the current process advised by the ExPRT members would be successful. In most sessions, three members of the Team facilitated various components of the presentation. After introductions and informing the community on the restoration planning process, Facilitators and participations dispersed in to breakout groups and discussed "What Evergreen means to you?" Responses were recorded on notecards and collected by Team members. The Facilitator presented responses from breakout groups and generated further conversation around reactions, ideas, and thoughts.

The final Facilitator discussed ways in which participants could get involved in the process and also shared how they learned of Evergreen Cemetery and contributed to volunteering efforts.

Discover Evergreen
A five-minute video titled "Discover Evergreen" was created by Angi Kane and provided a short description Historic Evergreen Cemetery and the vision for the Restoration Plan. The video showcases many Team members and their connection to the cemetery and reason for their dedication to seeing its restoration.

Outcomes of Community Conversations

The strength of the Community Conversation came from thoughts and perspectives shared by the Team facilitators in the meetings as well as the stories offered by those attending the meetings.

There is a ***movement across the state to revitalize African American Cemeteries***, but Evergreen is much larger…The interesting part is that Evergreen is different because ***Evergreen is the model***. (Appendix E)

These stories may be the only information and memory that is out there. Their ***legacy*** on this earth. (Appendix D).

Because we neglected our cemeteries. And in the case for these cemeteries, it was the ***families*** in charge, no one else. I remember talking to John Mitchell about going on Sundays and cleaning up the family plots…(Appendix B).

There are many monuments in Richmond, those interred at Evergreen, ***those headstones that is their monument*** (Appendix D).

I think for the next few years, ***dignity but also sacred*** is another aspect that we will be thinking about with cemeteries…a sacred space like a cemetery, such as having picnics at a cemetery is a very foreign concept to some people (Appendix D).

Outcomes of Community Conversations continued...

Feedback from the community conversations provided new ideas and reflections that the Team could use to leverage their goals of creating space for Learning, Sharing and Joining this process:

> ## Learn
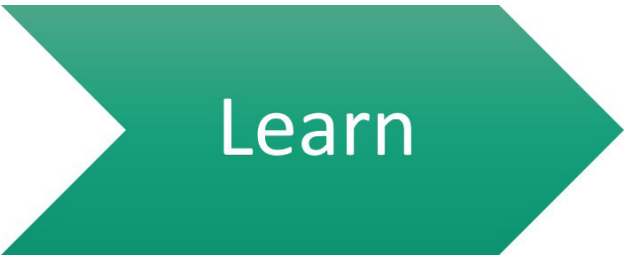
Continue and strengthen publicity and marketing efforts:

Community conversation participants provided suggestions for raising awareness about the Evergreen restoration planning process. Such ideas included announcing that some of the Evergreen burial records are available now on microfilm and for reading at the Library of Virginia (Appendix C).

Another involved a marketing campaign with signage and other materials. An attendee mentioned the materials could have a thought provoking statement or question such as, "Have you visited your grandmother lately?" (Appendix D).

Ideas for future community engagement:

At community conversation sessions, both attendees and Facilitators discussed ideas for future community engagement. During the October 13th Community Conversation, Ms. Viola Baskerville described an idea to conduct more community engagement sessions during Black History Month in February 2019 (Appendix C). Overall, Facilitators asked participants to "Start talking about the project in your community, word of mouth is very important" (Appendix B).

Share

Participants shared many stories about ancestors interred at Evergreen:

Many community conversation attendees have a familial tie to Evergreen and spoke to the ancestors interred in the cemetery. One participant mentioned Al Andersen, who is interred at Evergreen Cemetery, was responsible for the Bill "Bojangles" Robinson monument construction. Another commented that "we had black confederate soldiers that were not allowed to be buried out at Hollywood so they were buried in Evergreen." (Appendix B).

Other participants described how Evergreen is a public space and "can be a meeting place for intergenerational and different communities" (Appendix D). Attendees also described places of Evergreen, commenting "Mr. Walton who is buried at Evergreen, has an elaborate space that could be a focal point" (Appendix C).

Cultural symbolism, design features, and the landscape:

Another theme from community input shared described visual aspects of Evergreen from the past, present, and future. Stating that "the landscape of Evergreen is not like any other" and "typography is unique" (Appendix D). Other participants commented that this is an opportunity to display cultural symbolic objects such as yucca plants, shells and "a water feature, the symbolism of water and have this be part of the meditative space" (Appendix C). Another present design feature mentioned by attendees involves the iron work and a research opportunity to compare with cemeteries in New Orleans, for example (Appendix D).

Participants described Evergreen as an opportunity for an "Outdoor museum" and "Richmond's history, there is not always a space outdoors where people can learn about history" (Appendix D). Lastly, attendees spoke to the importance of accessibility to Evergreen and planning the entrances and future parking to accommodate visitors (Appendix D).

Join
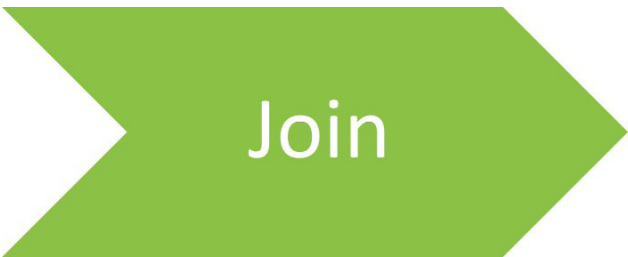
Involving youth and students in the Evergreen restoration planning process:

Facilitators and participants stressed the importance of involving youth and students in Evergreen restoration efforts, stating "the children are really going to help and maintain Evergreen Cemetery" and "otherwise won't know the story and why it matters" (Appendix B) (Appendix E).

A place for entrepreneurs and small business owners:

Another idea from community conversations described that many ancestors interred at Evergreen are "Freedom's first generation of entrepreneurs" and ways in which this story of the past can be portrayed today (Appendix E). Participants suggested that incorporating local small businesses and other community uses at Evergreen could include "florists", "monument design", and "urban gardening" (Appendix D).

Archaeologic and Genealogy Research:

Lastly, community input spoke to the significant opportunity for genealogy research at Evergreen Cemetery. During the community conversation, Facilitators presented the Archaeology Research Team that is volunteer driven and will create an online database for Evergreen Cemetery (Appendix B).

CHAPTER V:

PRINCIPLES FOR ENGAGEMENT & CONCLUSION

Moving Forward: Principles for Engagement

Guiding Principles

The following principles are presented to the Historic Evergreen Cemetery Executive Planning and Review Team (Team) to serve as a guide in advising future community engagement approaches associated with the restoration of Historic Evergreen Cemetery. These principles are intended to be representative of the spirit and values inherent in the Team's design and purpose.

Recognize Community Context and Experience

In order to establish a credible engagement approach and start to build trust with the broader community, the history and context of Evergreen Cemetery must be verbally and publicly acknowledged.

Founded in 1891 by African American leaders, Evergreen Cemetery emerged during the Reconstruction Era and served as the final resting place for many people of color in the Richmond community. When established, the cemetery had no perpetual care framework to maintain the grounds, an ongoing challenge for many years to come. In 1934, community leader and the first African American woman banker, Maggie L. Walker was buried in Evergreen Cemetery. At that time, Evergreen grew to approximately 60 acres and comprised of decorative family plots and pathways on top of a hill that countered Hollywood Cemetery.[1]

Lack of perpetual care, the induction of Jim Crow laws, and the Great Migration of African American families leaving the South would limit caretaking of family plots and as a result, vegetation quickly took over the landscape. From the 1960s to 1990s, Evergreen Cemetery constantly witnessed changes in ownership and with lack of maintenance overgrown vegetation deteriorated burial sites. Comparably during this time, Urban Renewal policies greatly affected the livelihoods of African American communities in Richmond. In particular, the construction of highway I-95 demolished homes and businesses in many historic African American neighborhoods such as Jackson Ward.[2]

Beginning in 1999, insurgent volunteer efforts led by the National Park Service staff, Friends of Evergreen, and Virginia Roots tackled vegetation clearing in large sections of the cemetery. In May 2017, the Enrichmond Foundation purchased Evergreen Cemetery and began the restoration planning process.[3,1]

Recognition of historical patterns of decision-making and the resulting community distrust of planning processes is critical to the success of the Historic Evergreen Cemetery Restoration. It is critical to name this history from the perspectives of the local community, and to recognize the resulting impact on Evergreen Cemetery and the descendent families. Recognition of personal experiences helps to process trauma in a respectful way that also can inform elements of the engagement and planning process.

1 Huffstutler, E. S. (2014, October). And They Week...A Richmond Disgrace. The Church Hill Association: Community Newsletter, pp. 8-9.

2 Sliver, C. (1984). Twentieth-Century Richmond: Planning, Politics, Race. Knoxville: The University of Tennessee Press.

3 Evergreen Cemetery. (2018). Retrieved from The Enrichmond Foundation: https://enrichmond.org/evergreen-cemetery/

Cultivate a Community-based Process

Engagement approaches for Historic Evergreen Cemetery should emerge from a belief that those who are affected by a decision also have a right to be involved in shaping or informing the decision. Local knowledge about a community place, space or history is critical to informing decisions on process as well as implementation. A community-based process is one whereby local knowledge is packaged into actions. Local knowledge can generate creative ideas that decisions that are appropriate representative of community interests.

Approaches to cultivate a community-based process vary based on the goals of the engagement, available resources to support the engagement effort, and the timeline of the planning process. Engagement approaches exist along on a continuum from low to high levels of influence on a decision (See Figure 12 – revised participation continuum with credit, adapted from IAP2). A variety of engagement approaches, resulting in higher and lower levels of direct influence on a decision, are important for a planning process because they achieve different goals.

The Evergreen Cemetery Restoration Community Engagement Approach should be guided by this continuum, and recognize the promises to the public that are inherent to certain strategies:

INFORM
• Goal: provide information to help them understand the issues, options, and solutions
• Promise: we will keep you informed
• Example strategies: fact sheet, website, open house

CONSULT
• Goal: obtain feedback on alternatives or decisions
• Promise: we will listen to concerns and provide feedback on how input influenced decisions
• Example strategies: surveys, focus groups, public meeting

INVOLVE
• Goal: ensure concerns are considered throughout the decision process, particularly in the development of decision criteria and options
• Promise: we will work with you to ensure your concerns are reflected in project alternatives
• Example strategies: workshops, polling

COLLABORATE
• Goal: partner to develop decision criteria and alternatives to identify the preferred solution
• Promise: we will look to you for recommendations and include them in to the greatest extent possible
• Example strategies: citizen advisory committees

EMPOWER
• Goal: place final decision-making authority in their hands
• Promise: we will implement what you decide
• Example strategies: citizen juries, ballots

Figure 14: Engagement Model (Credit: IAP2 Best Practice Standards for Public Participation)
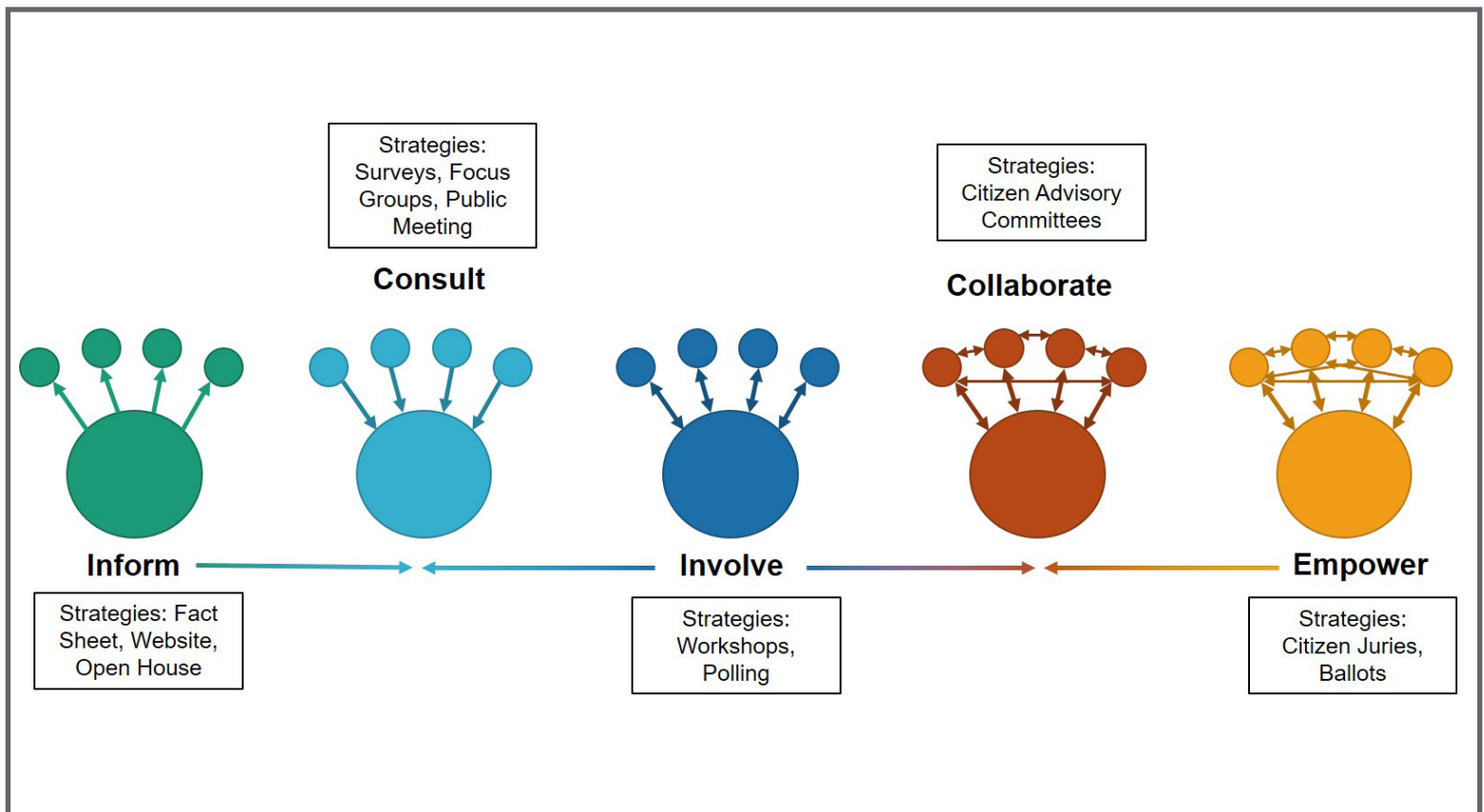
PRINCIPLES FOR ENGAGEMENT

Value Local Assets

In many planning processes, organizations and residents tend to focus on "needs" and how policies or programs might address deficient local conditions. In many cases, resources to address these "deficiencies" are targeted to service providers outside the neighborhood, which miss opportunities to build on the skills of people living in the neighborhood and empower the community to build a better future.
In contrast, asset-based approaches focus on the community strengths, considering local assets, including human, physical, cultural and institutional assets, as the primary building blocks for positive change.[1]

- *Human assets:* local residents who possess skills, knowledge, networks and/or time that they may offer to their neighborhood and community.

- *Physical assets:* community places, spaces, or structures such as parks, streams or recreation fields.

- *Institutional or civic assets:* associations, churches or schools that provide programs or services.

- *Cultural assets:* arts, music, language, traditions, stories, and histories that make up a community's identity.

An asset-based perspective asks planners to see the local community members as experts on their own local conditions, resources, knowledge, culture, values, and priorities for change.[2] The Evergreen Cemetery Restoration Community Engagement Approach assumes an approach that inside and outside "experts" establish a relationship based on dialogue, respect and humility, whereby local knowledge of residents is fused with technical knowledge of planning professionals.

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1 John McKnight and John Kretzmann, "Building Communities from the inside out," A Path toward Finding and Mobilizing
        a Community's Assets, 1993.
2 Missingham, "Asset-Based Learning and the Pedagogy of Community Development."

Connecting Principles to Actions

Many traditional approaches to community engagement are ineffective when working with communities that have traditionally been marginalized from planning processes. Distrust of the planning process comes from resident recognition of imbalanced power structures in land use decisions and failure to see evidence that their input was taken into account in the decisions. The following elements are ways in which these guiding principles formulate actions for future engagement.

Access to Process

- Go to Where People Are. More community meetings -- > getting on the agenda for existing meetings (council districts, etc.)

- Seek and Engage Youth

- Provide opportunity for community members to design how they participate in or inform the planning process

Transparency

- Be transparent in describing opportunities for the property, but also constraints or limitations (i.e., financial, land suitability) if specific decisions have already been made

- Clearly outline the team's role and responsibility in the planning process

- Provide open access to information that is critical to the planning process

Value Local Resources

- The key to engaging with the local community is to make sure that your activities are mutually beneficial for community members and the organization. Know what is important to the community advisors. Compensation? Recognition?

- Link stories and using these to highlight community residents, organizations, other assets

- Develop technical advisory teams for implementation.

Source: The Enrichmond Foundation website, Evergreen Cemetery (2018)

Conclusion

Historic Evergreen Cemetery is a community asset that represents ancestral ties and cultural significance in the African-American community locally and nationally. Past public participation efforts in planning processes, or the lack thereof, has created distrust among marginalized communities in many American cities, including Richmond. A community engagement strategy that empowers community leaders to drive the process will build community trust in the planning process and sustainable support in the evolving restoration of Historic Evergreen Cemetery.

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APPENDIX

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Center for Urban and Regional Analysis

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APPENDIX

Historic Evergreen Cemetery
FAQs
(DRAFT 5.30.2018)

What is the Enrichmond Foundation?
The Enrichmond Foundation was formed in 1990 by the City of Richmond's Parks Advisory Board. The impetus to establish a park foundation was to protect Belle Isle from large scale residential development and open the island to the public. Over our 28-year history we have acted as the fiscal agent for over 130 "Friends" groups and special projects driven by community-based volunteer efforts. Our past land protection projects have included the conservation of Vauxhall Island in the James River, establishment of the James River Park Conservation Easement, as well as working with our Friends groups to create public open spaces and amenities – places like Historic Fulton Memorial Park and Stockton Community Garden. Our focus has always been on creating and/or preserving public space assets that serve all of Richmond's residents.

I thought Enrichmond only dealt with parks?
Enrichmond and our neighborhood volunteer groups do amazing work in the City's parks, but we support multiple public and open space efforts throughout the City. These include cemeteries, community gardens, street trees, pop-up parks, playgrounds, trails, farmers markets, dog parks, amphitheaters, and historic structures. When you consider our experience and role as a community nonprofit, we are an ideal entity to manage the repair, preservation, and protection of Evergreen Cemetery for the next generation.

Why did Enrichmond purchase Evergreen?
We saw the preservation and restoration of Historic Evergreen Cemetery as an urgent, critical need for Richmond's East End community, and Virginia Outdoor Foundation and Preservation Virginia committed the resources to make it possible. Restoring this sacred place, originally conceived as a community gathering place and African American site of memory, aligns with Enrichmond's mission to enhance public places in our communities through volunteerism, a respect for the City's history, and community collaboration.

What are Enrichmond's plans with Evergreen?
Enrichmond is committed to the restoration of Evergreen. How "restoration" is defined, and the scope of this effort, depends on our work with descendant families and other community stakeholders in the coming days and months. Regardless, Enrichmond is committed to the successful restoration of Evergreen as a sacred, accessible, public place where African American perspectives and histories are dignified and celebrated.

Is Enrichmond depending upon the work of volunteers to restore Evergreen?
There is no question that almost all of the research, outreach, and maintenance to date has been accomplished by devoted and tireless volunteers—since the mid-1970s. The Maggie Walker Foundation mobilized volunteers to clear and maintain portions of Evergreen in the 1970s, followed by Dwight Storke, Jr. and Jim Bell of the National Park Service. Veronica Davis of Virginia Roots reinvigorated the volunteer effort in the 1990s, followed by John Shuck and Marvin Harris, who continue to lead volunteer groups in East End Cemetery and Evergreen, respectively. Enrichmond is now able to provide dedicated, paid staff support to ensure that volunteer efforts culminate in a fully preserved cemetery that is completely open and accessible to the public. We not only bring 28 years of working with our Friends groups and community projects – all volunteer based – but our team includes financial professionals to manage and raise needed funding, a Volunteer Coordinator to recruit volunteers to Evergreen and a full-time Caretaker, who is facilitating the restoration process.

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Appendix A: Historic Evergreen Cemetery FAQs

Are descendant families involved in Evergreen's restoration?
Yes. Enrichmond has convened an Executive Planning and Review Team to play a key role in representing and prioritizing the ideas, suggestions, and concerns of a wide variety of community stakeholders. Eighteen of the initial members are descendant family, and they will help to guide the restoration process, including our efforts to engage the community, create opportunities for educational programming at the cemetery, and collaborate with volunteers. In addition, we have a kiosk flyer that invites families to become involved in the restoration process, and our onsite staff regularly meet with family during their visits to the cemetery.

Is Enrichmond purchasing East End Cemetery, as well?
East End Cemetery, adjacent to Evergreen, is abandoned and in urgent need of preservation and restoration. Like Evergreen, East End has been cared for by a long list of dedicated volunteers. Enrichmond seeks to become the owner of East End to preserve it and to work with community members and volunteers to properly restore it for the benefit of the community.

Does Enrichmond work with volunteer groups at Evergreen? What will happen with volunteers at East End, if Enrichmond becomes the property's owner?
Yes, in fact, the former Friends of East End and Friends of Evergreen groups were Friends groups of ours, under our fiscal sponsorship. They have recently incorporated into their own, independent nonprofit groups. As we move forward, we will work with them, as we will with the families of those interred, community organizations, and anyone who wants to volunteer, to assist in delivering a safe, organized volunteer effort to maintaining and restoring these cemeteries. We're excited to have many community members and volunteer groups collaborating with us on this effort – it would not be possible without them!

How will Enrichmond be maintaining these properties?
The maintenance of the properties is one of our biggest tasks. Our intent is to leverage our local and state-wide partnerships, fundraising, passionate volunteers, and a professional network of experts to elevate maintenance work. We will continue working with the volunteers and volunteer organizations that have been in the cemeteries, but enhance their work with tools, equipment, training, storage, and supplies on site. Our Volunteer Coordinator and Caretaker will continue to work together to coordinate regularly scheduled professional maintenance, as well as regular volunteer efforts at the cemetery.

It's essential for us to provide a coordinated effort of volunteer and professional maintenance to ensure that the property is correctly and safely restored. We have many considerations to take into account in order to prevent further damage at the site. This includes brush and tree removal or maintenance, erosion control, trash removal and disposal – not to mention finding, recording, and properly preserving headstones and grave sites. In the long term, in order to restore the cemetery's 60 acres, we will need to raise significant funds for preservation and to provide for regular, long-term maintenance.

Enrichmond Foundation, 30 May 2018

APPENDIX

Historic Evergreen Cemetery: A Community Conversation

Time & Location: Saturday, October 6th 2018 from 2:30 p.m. – 3:00 p.m.
Black History Museum & Cultural Center of Virginia
Facilitators: Viola Baskerville, Nadia Orton, Mary Lauderdale, Veronica Davis

Opening Remarks from Mary Lauderdale and Adele Johnson, Executive Director of the Black History Museum & Cultural Center of Virginia
• "Black history is American history. We want to tell a more inclusive story"

Introduction:
• Viola Baskerville explains involvement with ExPRT Cemetery and establishing the Conservation Easement to restrict future development
• "Write down the vision and make it plan" – Today we are asking you to shape this image so that we can tell the whole world the significance of Evergreen
• Community Conversation Goals:
1. Brief overview of restoration planning process
2. To hear from you and hear your ideas
3. How to get involved
• Showing short film by Angi Kane titled "Discover Evergreen" which is also viewable on Evergreen's website

Evergreen Timeline:
• According to oral history, by the 1970s evergreen had changed owners several times and fell into disrepair
• Beginning in 1999, several partners led volunteer efforts at Evergreen including National Parks Service, Friends of Evergreen, and Virginia Roots.
• Volunteers continue to be very important in the clearing of vegetation.
• Ms. Baskerville provided an overview of the vision and mission developed by ExPRT members.
• Purpose of community conversations- To connect and learn from as many Evergreen families and stakeholders as possible. Your thoughts will directly contribute to the restoration planning process.

Breakout Session: 5-minute break for a single word, what does Evergreen Cemetery mean to you?
Action for internal team - At the beginning of the presentation, ask everyone to write notes, feedback, and questions that they may have on note cards and provide to the ExPRT members.
Responses collected are as follows:
• 3 - History
• 2 - Unity
• 1 - Sacred
• 1 - Honor
• 1 - Community
• 1 - Strength
• 2 - Family
• 1 - Memorial
• 1 - Obligation
• 1 - John R. Childes

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Additional Comments from Participants:

- A man from the audience spoke to Black History Month and Black History Museum and asked if there are Evergreen descendants who were involved in the museum when it was founded? "I was talking about the Childes family – I have a picture of my grandfather when he was here and he is buried out in Evergreen".
- Another participant mentioned Al Andersen, who is interred at Evergreen Cemetery, was responsible for the Bogangles Statue construction.
- John Mitchell commented that a lot of people don't know about the Armory and the militia in Jackson Ward and historical significance.
- He also asked everyone to get the word out that anyone who has pictures they would like to share, please contact the ExPRT members. Pictures can easily be scanned.
- Attendee mentioned, "I am very happy and appreciative of the work going on out Evergreen". Anyone who finds a tomb stone at Evergreen with Mount Zion on the stone, can connect information stored at Mount Zion. If I have photographs I can look through our church records from Mount Zion and find more information about ancestors interred. "From my perspective, it has helped a great deal". Back in the day, they would write on the stone the church where they went. When people contact the church about their descendants, I can tell them more information.
- Viola Baskerville responded, "Of course for that to continue, we need to discover how to capture that information and store it."
- Maurice Hopkins commented: Evergreen, like East End, like Woodland, it was our final resting place. Integration was the answer for all and was the answer for getting us into heaven. Because we neglected our cemeteries. And in the case for these cemeteries, it was the families in charge, no one else. I remember talking to John Mitchell about going on Sundays and cleaning up the family plots. One of the things that touched my heart, I saw a blocked off single grave. I recall that they had his occupation on his tombstone and he was a coachman for a doctor. He was not a militiaman, he was a coachman. And he was meant to lay in a cemetery for the black community all of which were affluent. I want to get Evergreen back to that, and I will want to be there. Let it be one of those places to bring people back to.
- An attendee asked, "I have a question on Family plots, how far back can we go with family plots interred?"
- Another participant stated, I would like to begin a project to get the children to help maintain and so that they get interested and know why it is so important. The children are really going to help and maintain Evergreen Cemetery. The middle schoolers, high schools have to have volunteer hours so that we can pass on what we are doing at Evergreen.
- Attendee mention, "I would like to say that while sharing information cards this week about the community conversations– someone asked me why I should care about Evergreen – The only thing I really care about is how it would help our youth so that they are involved in this process."
- Mary Lauderdale read the cards received and asked for additional thoughts:
- Legacy
- Commitment
- Family

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Appendix B: Historic Evergreen Cemetery: A Community Conversation, October 6, 2018

How to get involved:

Veronica Davis describes the first time she visited Evergreen Cemetery for a community led wreath-laying ceremony at Maggie L. Walker's gravesite. She also emphasized the importance of volunteering and becoming involved.

- When I got up to the museum, you could choose any car to ride to Evergreen for the wreath-laying ceremony. I'm elated and I'm angry all at the same time. And that's when he tells me he is trying to get the cemetery restored. What are we going to do about this? And that is how I became involved in the cemetery restoration, it has been my baby, it has been part over my life. I was not willing to stop until progress was made on this project. I beg that this time we give it a chance knowing that we have to work together. This is not an Enrichmond project or East End project. This is a national project. How do you explain to your kids that this is history, today is history. The one thing I ask is that this is a community project. The second request includes genealogy – if you have your paper work that's it. Even if that paper is from way back in the day, you can still be buried at Evergreen. Because that paper shows that you own a piece of land and is maintained by a deed at Evergreen. And when it comes time then we will all be at the courthouse learning who is interred at Evergreen. Start talking about the project in your community, word of mouth is very important. I have no family buried in that cemetery but it is my baby.

Nadia Orton discussed volunteering opportunities at Evergreen.

- One opportunity includes the Archaeology Research Team which is starting soon.
- The mission of the research team is to create an online database for Evergreen. Volunteers are needed to help in this process.
- Asked audience members to share their stories and memories of Evergreen online today via the project website.
- Community members can also adopt a plot to help finance maintaining plots.
- Also, involving students in the restoration process – for example writing biographies about the ancestors interred at Evergreen.

Final Comments & Questions:

- An attendee commented, "Since you identified Civil War stories - we had black confederate soldiers that were not allowed to be buried out at Hollywood so they were buried in Evergreen."

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Historic Evergreen Cemetery: A Community Conversation

Time & Location: Saturday, October 13th at 2:00 p.m. at the East End Library
Facilitators: Viola Baskerville and John Shuck

Introduction:
- Ms. Baskerville described the ExPRT group and their participation in this restoration project engagement with Enrichmond. Also mentioned creation of a Conservation Easement which is of great importance in preserving Evergreen as it restricts the development of land in the future.
- Ms. Baskerville's sister and son attended the session and spoke to their interest in this project as they are both connected through familial ties to Evergreen.
- Concluded that reaching out to the community is the first step in beginning Evergreen's restoration plan.

Evergreen History:
- Founded in 1891 by influential African Americans in Richmond and when first established there was no endowment to establish perpetual care.
- Oral history mentions that Evergreen started falling into disrepair in the 1960s and 1970s as the property changed ownership many times.
- Volunteering efforts beginning in the 1990s started clearing and maintenance to restore Evergreen which continues today.
- Again, mentioned forming the ExPRT group and gave an overview of the Vision and Mission statements.

Timeline:
- Will ask the community to review the draft master plan in the spring 2019

Breakout session (Note Card Responses):
- A place of...
- Single word – Perpetual Remembrance. Electronic, interactive.
- Visionary board – Display listening known persons buried there.
- Is there a plan to use social media to advance the cemetery?
- What were previous suggestions for ideas regarding the cemetery?
- Is there a way to contact local news and media to have feature pieces on individual's reactions in the cemetery?
- In developing the master restorations plan are you looking at other cemeteries to compare and contrast?
- How can you volunteer?
- Place for genealogical research
- Sacred space
- History
- Improving

How to get involved:
- Mr. Shuck gave an overview of ways to get involved some include volunteering opportunities, giving tours, joining the archaeological data team, and other historical research and data collection.
- Some examples of volunteering groups include business groups, fraternities, and sororities. Also students, especially from VCU.

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- We welcome any stories you have about Evergreen, burial certificates, photos, etc.
- Adopt a plot and donate to Evergreen!
- Any questions on participating?
- Q: If someone wants to donate, how do they? A: Enrichmond's website
- Suggestion: Evergreen Cemetery – Announcement to say did you know?
- The Evergreen burial records (of what is available) are now available on microfilm and for reading at the Library of Virginia. These records are incomplete and spellings are not always correct. Looking through obituaries.
- An interesting point made regarding all 60 acres are in the City of Richmond. With East End it's a total of 76 acres, but East End has some space in Henrico.
- Comment made regarding the process for gathering information about those interred at Evergreen, "You can't take anything out because it could be a clue to who is buried there".

Additional Comments from Participants:
- The participate who wrote "Perpetual remembrance" on their note card commented, maybe a water feature, the symbolism of water and have this be part of the meditative space.
- Another suggestion involves visually saying who is here – other than Maggie Walker, to help with that family connection, that family research.
- In Hollywood there is a map to show where people are and accessing them in the cemetery.
- Regarding the restoration planning process, we did have an envisioning day with designers, and they had a restoration ideas for design uses in the areas. To give people an idea of what could be. The design team who will take all of the feedback and say these are some options.
- "Mr. Walton who is buried at Evergreen, has an elaborate space that could be a focal point." Again, describing spaces at Evergreen that need to be restored and preserved.
- Ms. Viola Baskerville commented, "As we uncover more and more, we can see the possibilities".
- An attendee suggested, one thing that was brought up in the family history, is there some way to represent with a sculpture the past, present, and future of evergreen families.
- And that has come up again and again to create opportunities for people to be involved in the future.

Final Comments & Questions:
- Ms. Viola Baskerville described an idea to conduct more community engagement sessions during Black History Month in February.
- These sessions would be structured like Open Houses with interactive stations and then give a chance for more in-depth opportunities. Ensure the event in the morning (9:00 a.m. – 12:00 p.m.) and provide food. Also make sure that sessions do not conflict with black history month events. Some elements to this event would include:
- Update on the master restoration planning process.
- Mapping to visually see the progress of restoration.
- Make the community conversation interactive.
- Present research work conducted by Nadia Orton.

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Historic Evergreen Cemetery: A Community Conversation

Time & Location: Wednesday, October 24th from 7:00 p.m. to 8:30 p.m., Elegba Folklore Society
Facilitators: Ms. Janine Bell, Mr. John Mitchell, Ms. Chryshunda Moore

Introduction & History of Evergreen:
- Historically, Evergreen did not have a strategy or endowment for perpetual care.
- Beginning in the 1960s, the cemetery fell on hard times and overgrown.
- "They know something that we don't" – main purpose for engaging people out in the community
- Petersburg and Blandford Cemetery – many confederate soldiers interred, restoration just began, dates back to the 1800s.

Breakout session (discussion around Note Cards):
- Opposite ends of the spectrum
- Reflect
- History (3 cards)
- For those that are buried there who are noted, not just for being noted as Richmonders, as a final resting place, a place of dignity, not to be ashamed. Being able to bring people
- It represents something so large and is interconnected for people living in Richmond. Even if they don't know it, they are pulled to it.
- Children
- History – Their very existence leaves a trail of stories if their stories don't live on, then there is a death.
- Every opportunity I have is from the sacrifices of those before me.
- For any unknown plots, these stories may be the only information and memory that is out there. Their legacy on this earth.
- Intergenerational Connection – the children not having connection to the light and these heroes. If they do not have connection (familial) but these stories are part of their ancestry.
- There are many monuments in Richmond, those interred at Evergreen, those headstones that is their monument.
- Spiritual renewal
- Renaissance – reflecting on a name and that era that it was – you had so much change going on. They were planting generations and history there. After the Civil War, you could have died off but they lived on. I see that as the renaissance.
- Opportunity – out of all that has gone wrong, seeing that a family gets contacted when a plot is found there. And I think that bringing people together from different communities. A whole thing for the Richmond community.
- May not get everyone to agree but to get everyone involved.
- How to get the public involved?
- Alan commented, my generation is disenfranchised from church.
- This public space can be a meeting place for intergenerational and different communities
- A space where the Richmond community can be today
- Question from Facilitator: What can we do for programming, events, etc.?
- Marketing campaign idea that would have the following question on shirts, signage, etc.: "Have you visited your grandmother lately?"
- Mr. Maurice Hopkins commented on the significance of dignity and history; creating monuments for suppressed voices.

Appendix D: Historic Evergreen Cemetery: A Community Conversation, October 24, 2018

- Everyone had dignity
- What does history mean? Make it relatable.

Other comments/ideas:
- Controlled growth of trees
- The landscape of Evergreen is not like any other
- Incorporate current trees
- Typography is unique
- Ensure that the trees at Evergreen show clear sight lines.
- Flowers blooming throughout the year.
- Perennials – letting something bloom
- The Iron work
- Highlighting what is already there
- A place where people can identify their loved ones
- The Design
- A show I watched on PBS about another cemetery restoration effort, they actually planted flowers and people took time to make it beautiful
- One of the many uses at Evergreen could be for small business owners. Why not have an opportunity there for them? Florists on site? There could be an opportunity for someone to design monuments.
- This is Freedom's first generation of entrepreneurs
- Lewis Ginter – Teaching tool for urban gardening
- Research what other iron works exist? Comparing New Orleans and Richmond
- Symbolism to African Cultural roots – yucca, shells, and evergreen
- Long range – entrances and parking
- How will people be able to access the space?
- Passing values on.
- Even though there was no endowment established, people still created elaborate family plots, including Maggie L. Walker who was buried there in 1934.

APPENDIX

Historic Evergreen Cemetery: A Community Conversation

Time & Location: Saturday, October 27th at 11:00 a.m. – 12:00 p.m. at the Maggie L. Walker National Historic Site
Facilitators: Ms. Viola Baskerville, Mr. John Mitchell, and Ms. Marilyn Campbell

Breakout session (Note Card Responses):
- What does Evergreen mean to you?
- Future
- Faith, Hope, and Love
- Dignity
- Outdoor History Museum
- Equal respect or equality
- History

Additional Comments from Participants:
- Love of the past…history is important. Bringing that forward, show that equal respect is present today
- Richmond's history, there is not always a space outdoors where people can learn about history
- If Evergreen were expanded, cleared and restored and go through the cemetery and see/learn what the symbols meant. And would reveal a side of Richmond that is unknown that is discovered. Museums are meant to be opportunities for respect. Would be a great opportunity for individuals
- I've seen Asian headstones in Japan, could be an idea for Evergreen. How wonderful would it be to have pictures of the people there? Try to think of some new ways that people can connect. So that younger people can identify with them. Outdoor museum needs some visualization.
- What is a restored aspect that you would like to see? I think about iron work at Evergreen
- I think about the roadways that were originally there be opened back up. Accessibility – making it easier for people to get around
- The inclusion of flowers, some areas around the boarders
- Cultural symbolism- The shells, flowers, and some of the monuments out there are meaningful for me. It's important for me to have that connection to the past so I know where I came from and who I want to be. I think many black people struggle with that today.
- I just like to remember and internalize life and take pride in finding a proper burial for others
- I want to think about this notion of dignity
- Couple weeks ago, we went to Evergreen and in one section with kudzu everywhere, there was one brick with just a name on it. Now there is an opportunity to figure out their last name and DOB DOD. And spend some money to give someone a monument and with that dignity. In some cases that may or may not have any other record of this person.
- I think for the next few years, dignity but also sacred is another aspect that we will be thinking about with cemeteries. Cemeteries are seen as what you don't do when you go there. But a sacred space like a cemetery, such as having picnics at a cemetery is a very foreign concept to some people.
- The lines of dignity and sacred is something that we are going to need to define.
- This was the time of Reconstruction in the South, not Jim Crow which was very different.
- You also just need to consider what you need to think about physical aspects but also the spiritual, cultural, educational. How do we bring in the educational aspects of this?

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- Ground penetrating radar, partnering universities (fraternities/sororities), possibilities of corporate sponsors – in that case they are looking for a halo effect.
- Is there a state wide, national registry that Evergreen could be added to?
- I was wondering who would be about to come up with an app that would give them a guided tour
- What are some of the options to partner with local botanical gardens to see what the natural species could be there?
- Partner with Ancestry.com
- Emotional, Cultural, Spiritual aspects
- I was wondering if there is model that is going on and how did it go
- There is a movement across the state to revitalize African American Cemeteries, but Evergreen is much larger.
- The interesting part is that Evergreen is different because Evergreen is the model
- I can definitely say this is emotional
- Ms. Campbell comments that when we stop telling the story, then there is death
- Otherwise our young bloods won't know the story and why it matters
- The community was about sustainability, they were people's first generation out of the ashes. They combined their resources and had to make something to survive. They started their own companies and saved their money to sustain their community. And to prepare their resting place. One thing about Richmond is that we keep our history local. We need to talk about it more. When we stop talking about it, it dies. We need to spread the word.
- Need individuals to volunteer, there is the Adopt-a-plot program. We need the opportunity to put input on the website.
- Donations are always welcome. I think the greatest thing right now is to give ideas
- One last thing about the advisory team, it is a local tie with ancestors buried there. And have a vested interest and need volunteers inputs.

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Appendix F: Historic Evergreen Cemetery: A Community Conversation, October 27, 2018

[“Discover Evergreen” Film by Angi Kane](#)