



# MÁSMAACC

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

## Public Involvement Report



JANUARY 2018



**PUBLIC INVOLVEMENT**

10. Public Involvement Report and Plan
11. Public Meeting #1 Flyers, Handouts (June 17, 2017)
12. Public Meeting #1 Presentation (June 17, 2017)
13. Public Meeting Station Comments (June 17, 2017)
14. Public Meeting Sign-in Sheets (June 17, 2017)
15. Public Meeting #1 Survey Instrument
16. Public Meeting #1 Survey Report
17. Public Meeting #2 Flyers, Handouts (October 7, 2017)
18. Public Meeting #2 Presentation (October 7, 2017)
19. Public Meeting Sign-in Sheets (October 7, 2017)
20. Public Meeting #2 Questionnaire
21. Public Meeting #2 Questionnaire Report
22. Public Meeting #3 Flyers, Handouts (January 20, 2018)
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26. Public Meeting #3 Questionnaire Report
27. Social Media Post Examples
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**TAB 10- PUBLIC INVOLVEMENT REPORT**

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# Emma S. Barrientos Mexican American Cultural Center (ESB-MACC)

## Master Plan | Public Input Process

The Parks and Recreation Department, and the consultants with whom it has partnered for the development of the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) Master Plan, have been committed to an open, inclusive, and proactive public engagement process that met the goals outlined in the Public Involvement Plan (PIP). Implemented in accordance with the City of Austin’s Public Participation Principles, the PIP provided guidance on how the Parks and Recreation Department and its consultant team would engage the community during various stages of the project. It identified the goals and objectives as well as the proposed tools, resources, and timeline to be used in informing the public and obtaining stakeholder input during the development of the plan.

### Goals and Objectives

The ESB-MACC is a landmark complex for the City of Austin that is dedicated to the preservation, creation, presentation, and promotion of Mexican American cultural arts and heritage. Since the completion of the first phase of construction in 2007, the ESB-MACC has become a tremendous resource for our community, visitors, and civic arts organizations among many others. Ensuring that each of these constituencies were involved and contributed to the Master Plan process was fundamental to achieving the project’s desired outcomes. With this in mind, the Public Involvement Plan proposed to guide the implementation process with these principal goals:

1. Create awareness and educate the community of the development of the ESB-MACC Master Plan, the public input needed, and the design process.
2. Present information in a manner that overcame language barriers and was culturally sensitive.
3. Provided a variety of means for public participation that were accessible in terms of location and time so that certain individuals or groups were not precluded from participating in the process.
4. Gained substantive insights from the public input process that established a common vision for the ESB-MACC, and informed the design team’s approach to the update.

The public involvement approach identified the following success measures and goals:

- Involvement of a diverse set of stakeholders and community members, including traditionally underserved populations.
- Majority of stakeholders and participants involved were satisfied with engagement activities and believed their feedback was meaningfully considered and incorporated into the final Master Plan design.
- Completion of a minimum of 200 surveys.
- Elevate awareness by way of news media coverage.

The team made efforts to secure news media coverage as a way of reaching a broader range of potentially interested individuals. The following news stories helped elevate awareness within the general public and included links to the survey and project website, providing readers an opportunity to opt-in to receive project updates:

Sources	Article Headline and Link	Date
¡Ahora Sí!, Newspaper	<a href="#">Ayuda a planear el futuro del ESB-MACC</a>	May 31, 2017
Community Impact	<a href="#">Return of the MACC: Austin’s Mexican American Cultural Center may revamp, expand amid Rainey Street growth</a>	June 14, 2017
Austin Chronicle	<a href="#">Plans for MACC renovation underway</a>	June 20, 2017
Austin Monitor	<a href="#">New master plan to pave the way for MACC expansion</a>	June 23, 2017

## Stakeholder Engagement and Methodologies

The elements listed below represent the overall strategies, tools and tactics implemented for engaging the public and stakeholders. They were designed to provide equitable, innovative, and convenient participation across participant segments in the community.

- *Public Meetings* – Three public meetings were hosted for English and Spanish-speakers to educate participants on the scope and process of the Master Plan, and provide direct engagement with CasaBella Architects.
  - Public Meeting #1: June 17, 2017 (80 participants)
  - Public Meeting #2: October 7, 2017 (60 participants)
  - Public Meeting #3: January 20, 2018 (45 participants)
- *Focus Groups* – Nine focus groups were held for English and Spanish-speakers during the process to allow for focused discussion on specific elements of the Plan study areas.
  - Round 1 Focus Groups: Designed to garner input from ESB-MACC Board Members (past and present), ESB-MACC staff, Arts and Cultural Community, and Planning Partners (17 total participants)
  - Round #2 Focus Groups: Designed to garner more in depth input from theater, performance and visual arts community; education, cultural and community groups (26 total participants)
  - Spanish language presentation (35 participants)
- *Additional Groups* – Three additional group meetings were held that included ESB-MACC staff, to discuss present uses and future needs; site visit along the hike and bike trail, to discuss the relationship of the trail to the ESB-MACC; and with the City of Austin Technical Advisory Group, with representatives of different city departments to discuss design options and determine their feasibility.
- *Survey* – A print and online survey was developed in English and Spanish to serve as a primary tool to gather feedback from stakeholders and interested residents. 287 people responded to the initial survey.
- *Questionnaires* – Two print and online questionnaires were developed in English and Spanish to request public feedback on how well the design concepts presented during Phase 2 and 3 solved the current constraints and future space needs for more specific key elements of the Plan. Approximately 46 questionnaires were received during Phase 2 and 70 were received during Phase 3.
- *News Media* – Drafting and distribution of press releases encouraged news media coverage in English and Spanish at the beginning and during the public input process.
- *Event Flyers* – Print and digital flyers were created and distributed in English and Spanish with messaging that promoted public meetings and the importance of public participation. These were disseminated electronically to stakeholder email databases, ESB-MACC lists, group list serves, social media and on the project website.
- *E-Newsletter-blasts* – Email blasts were drafted in English and Spanish and sent to the list of stakeholders developed by the consultant team to promote public meetings, participation in focus groups, and provide project updates. All electronic communications encouraged interested residents to opt-in to received project updates and invitation to future meetings.
- *Social Media* – The Parks and Recreation staff promoted public meeting notices and events through Facebook and NextDoor.
- *Website* - The Parks and Recreation staff implemented a project website in English and Spanish to provide stakeholders with a one-stop-shop for information on all of the project components, a schedule of the Master Plan activities and updates, as well as public meeting material, Master Plan presentations and boards, along with links to related websites.

## Stakeholders

A key element to achieving the Public Involvement Process goals was the identification of audiences who interact directly with the ESB-MACC as well as decision makers or individuals and organizations that represent wider fields of interests or concerns. The consultant team worked with the city staff to develop a list of organizations, and individuals during the initial phase that was believed to share an interest in the development of the Master Plan and should be reached with communication materials. Outreach to this list of stakeholders was conducted by both the city staff and consultant team primarily through electronic communications, which included save the date, public meeting notices and reminders, a survey, and other project updates. To amplify the reach, requests were also made of cultural and arts groups to assist in sharing these notices with their members and list serves. The ESB-MACC staff complemented the outbound communication efforts by including messaging within its scheduled e-newsletters. When appropriate, phone calls were placed to individuals and groups to extend invitations or encourage participation in focus group discussions. Below is a list of relevant stakeholder categories that were incorporated as a part of the PIP implementation.

- City Staff/Boards and Commissions/Advisory Committees/Elected Officials
- MACC Advisory Board, MACC/PARD Boards (current and past), PARD Facilities Management/Grounds Maintenance
- Cultural Arts and Community Groups, Adjacent Neighbors, Schools and Libraries
- Civic Organizations such as the Waller Creek Conservancy, Trail Foundation, Downtown Alliance
- News Media

An initial list of over 200 contacts was developed representing cultural arts groups, community and civic leaders, AISD school contacts, and news media services. This list represents a general breakdown of the available resources:

Resources	Description	Names in List
Master List	Identified individuals and organizations	200+
Focus Group Lists	Performing/Visual/Cultural Arts, ESB-MACC Leadership/Partners	130+
Community and Cultural Arts Groups	List-serves managed by cultural groups who shared notices <i>(a sampling is provided below)</i>	1,800+
ESB-MACC	List of groups, individuals managed by the ESB-MACC programming	7,000+

A detailed breakdown of the individuals or groups who received information about the development of the ESB-MACC Master Plan, invitations to public meetings and focus groups event is provided below:

LIST	GROUP/CATEGORY	FIRST	LAST
Master	MACC Advisory Board	Ricardo	Hernandez
Master	MACC Advisory Board	Blanca	Valencia
Master	MACC Advisory Board	Julia	Aguilar
Master	MACC Advisory Board	Aida	Cerda-Prazak
Master	MACC Advisory Board	Anna	Maciel
Master	MACC Advisory Board	Juan	Oyervides
Master	MACC Advisory Board	Ruth	Powers
Master	MACC Advisory Board	Juanita	Tijerina
Master	MACC Advisory Board	Kathy	Vale Castillo
Master	Council District 9	Shannon	Halley
Master	Council District 9	Joi	Harden
Master	Council District 9	Nici	Huff
Master	Parks and Recreation Board	Rick	Cofer
Master	Parks and Recreation Board	Jane	Rivera
Master	PARD	Herlinda	Zamora
Master	PARD	Linda	Crocket
Master	PARD	Vanessa	Castro
Master	PARD	Marina	Islas
Master	PARD	Federico	Geib
Master	PARD	Lorie	Martinez
Master	PARD	Ernesto	Garza

Master	PARD	Tina	Herrera
Master	PARD	Bob	Jones
Master	PARD	Chris	Owens
Master	PARD	Luis	Arellano
Master	Parks and Recreation Board	Rich	DePalma
Master	Parks and Recreation Board	Michael	Casias
Master	Parks and Recreation Board	Tom	Donovan
Master	Parks and Recreation Board	Francoise	Luca
Master	Parks and Recreation Board	Randy	Mann
Master	Parks and Recreation Board	Fred	Morgan
Master	Parks and Recreation Board	Mark	Vane
Master	Hispanic/Latino Quality of Life Resource Advisory Comm.	Jill	Ramirez
Master	Hispanic/Latino Quality of Life Resource Advisory Comm.	Diana	Velasquez
Master	Hispanic/Latino Quality of Life Resource Advisory Comm.	Cristina	Adams
Master	Hispanic/Latino Quality of Life Resource Advisory Comm.	Carlos	Espinosa
Master	Hispanic/Latino Quality of Life Resource Advisory Comm.	Jovita	Flay
Master	Hispanic/Latino Quality of Life Resource Advisory Comm.	Andrea	Guerra
Master	Hispanic/Latino Quality of Life Resource Advisory Comm.	Rodolfo	Jimenez
Master	Hispanic/Latino Quality of Life Resource Advisory Comm.	Carmen	Llanes
Master	Hispanic/Latino Quality of Life Resource Advisory Comm.	Isabel	Lopez
Master	Hispanic/Latino Quality of Life Resource Advisory Comm.	Teofilo	Tijerina
Master	Hispanic/Latino Quality of Life Resource Advisory Comm.	Emilio	Zamora
Master	Ahora Si!	Perla	Arellano
Master	Austin B-cycle	Nick	Olivier
Master	MACC Advisory Board	Kathy	Vale Castillo
Master	MACC	Aida	Cerda-Prazak
Master	Sarah J Wimer	Sarah	Wimer
Master	Austin Energy	Carlos	Cordova
Master	Joan Brook Photography and Studio	Joan	Brook
Master	Austin Public Library	Brenda	Branch
Master	East Travis Gateway Library	Cynthia	Kidd
Master	Faulk Central Library	Karen	Baker
Master	Carver Branch Library	Doreen	Boyd
Master	Cepeda Branch Library	Irma	Flores-Manges
Master	Hampton Branch at Oak Hill Library	Eric	Travis
Master	Howson Branch Library	Cindy	Beno
Master	Little Walnut Creek Branch	Amanda	Williams
Master	Manchaca Branch	Barbara	Harris
Master	North Village Branch	Steve	Reich
Master	Old Quarry Branch	Emily	Painton
Master	Pleasant Hill Branch	Kathleen	Kanarski
Master	Recycled Reads	Mindy	Reed
Master	Ruiz Branch	Carlos	Pin
Master	St. John Branch	Michael	Abramov
Master	Southeast Branch	Irene	Magana Noverola
Master	Spicewood Springs Branch	Pam	Bowels
Master	Terrazas Branch	Frank	Schmitzer
Master	Twin Oaks Branch	Becky	Rich-Wulfmeyer
Master	University Hills Branch	Steve	Raab
Master	Willie Mae Kirk Branch	Bonita	Snyder-Jones
Master	Windsor Park Branch	DJ	Harris
Master	Yarborough Branch	Anna	Stavinoha
Master	Allison	Steve	Morris

Master	Andrews	Christina	Chapa
Master	Barrington	Lilia	Rodriguez
Master	Blackshear	Julio	Garcia
Master	Blanton	Kleyder	Rodriguez
Master	Blazier	Maria	Rodriguez
Master	Brooke	Maria	P. Rodriguez
Master	Brown	Linda	Tristan-Perez
Master	Campbell	LaTanya	Williams
Master	Cook	Zenny	Alvarez
Master	Dawson	Noelia	Guevara
Master	Galindo	Diana	Mayo
Master	Govalle	Dolores	Perez
Master	Graham	Sarai	Zavala
Master	Guerrero Thompson	Janie	Serna
Master	Harris	Benita	Rodriguez
Master	Hart	Veronica	Salazar
Master	Houston	Lisa	Gonzales
Master	Jordan	Alicia	Sanchez
Master	Joslin	Dora	Flores
Master	Langford	Belinda	Aleman-Cruz
Master	Linder	Alba	Ponti
Master	McBee	Erica	Reyes
Master	Metz	Claudia	Rosales
Master	Norman	Carissa	Raney
Master	Oak Springs	Felisa	Jimenez
Master	Odom	Norys	Andrea
Master	Ortega	Elsa	Valdez
Master	Overton	Veronica	Salazar
Master	Palm	William	Griner
Master	Pecan Springs	Maigret	Resendiz
Master	Perez	Rosalinda	Rivera
Master	Pickle	Norma	L. Garcia
Master	Read	Cynthia	Vasquez
Master	Reily	Sarah	Solis
Master	Rodriguez	Dorothy	Garza
Master	Sanchez	Jennifer	Riojas Santos
Master	Sims	Deyaporate	Dorsey
Master	St. Elmo	Viviana	Santos
Master	Travis Heights	Susan	Rodriguez
Master	Walnut Creek	Mycah	Lee Arellano
Master	Widen	Idalia	Salinas
Master	Williams	Stella	Reynolds
Master	Winn	Carl	Shelton
Master	Wooldridge	Enedelia	Sanchez
Master	Wooten	Bernardo	Martinez
Master	Zavala	Jennifer	Hernandez
Master	Bedichek	Frutoso	Robledo
Master	Burnet	Sandra	Chavera
Master	Covington	Gloria	Franco
Master	Dobie	Diana	Manzo
Master	Fulmore	Julio	Guerra
Master	Garcia	Lola	Shores
Master	Kealing	Dee	Gonzales



Master	Martin	Blanca	Herrera
Master	Mendez	Jessica	Victoria
Master	Sadler Means	Ashley	Ayala
Master	Paredes	Larry	Johnson
Master	Webb	Rico	Gonzales
Master	Ann Richards	Diana	Nenque
Master	Crockett	Ronald	Reed
Master	Eastside Memorial	Josie	Villarreal
Master	Lanier	Jeff	Kazmierczak
Master	LBJ	Karen	Brown
Master	Reagan	Richard	Castillo, Sr.
Master	Travis	Rosalinda	Villarreal
Master	ALC	Solomon	Le Doux
Master	Akins	Antonia	Salazar
Master	LULAC	Rosa	Rosales
Master	Puerto Rican Folkloric Dance and Culture Center	Ana Maria	Maynard
Master	El Buen Samaritano	Iliana	Gilman
Master	U.S. Hispanic Contractors Association de Austin	Juan	Oyervides
Master	East Cesar Chavez Neighborhood Planning Team	Jos_	Varela
Master	La Peña	Lidia	Perez
Master	East Cesar Chavez Crime and Safety Committee	Lori	Renteria
Master	Las Comadres	Nora	Comstock
Master	AISD Trustee	Paul	Saldaña
Master	PODER	Suzanna	Almanza
Master	Hispanic Engineers	David	Lerma
Master	Young Hispanic Professional Association of Austin	Chris	Cordova
Master	Hispanic Bar Association of Austin	Renee	Castillo-De La Cruz
Master	League of United Latin American Citizens (LULAC)	Rosa	Rosales
Master	LULAC Council #4792	Paula	Santos
Master	ANC East Sector	Daniel	Llanes
Master	Hispanic Women's Network of Texas	Mary Jane	Garza
Master	Mexic-Arte Museum	Sylvia	Orozco
Master	LULAC District #12	Marcelo	Tafoya
Master	LULAC Council #4760	Veronica	Delgado Savage
Master	Greater Austin Hispanic Chamber of Commerce	Chris	Rios
Master	Del Valle Community Coalition	Susanna	Woody
Master	Dove Springs Recreation Center Advisory Board	Gabe	Padilla
Master	AISD Trustee	Rev. Dr. Jayme	Mathias
Master	Dove Springs Recreation Center Advisory Board	George	Morales III
Master	Austin Voices	Jose	Carrasco
Master	Restore Rundberg Revitalization Team	Monica	Guzman
Master	DJ/ Photographer	Miguel	Angel
Master	Mariachi Amor	Zeke	Castro
Master	Danza Azteca Guadalupana de Austin	Javier	Flores
Master	Corazon Latino	Fanny	Gonzalez
Master	Capoeria Evolucao	Alex	Rodriguez
Master	Teatro Vivo	Marissa	Limon
Master	Latino Comedy Project	Adrian	Villegas
Master	Peligrosa DJs	Orion	Garcia
Master	Chulita Vinyl Club	Claudia	Saenz
Master	Roots and Rhythm	Sevylla	Del Mazo
Master	Bronze Band	Robert	Rivera
Master	Univision	Fely	Garcia

Master	Univision	Leslie	Montoya
Master	Central Health	Elizabeth	Marrero
Master	El Mundo Newspaper	Sahabel	Porto
Master	Ahora Si!	Josefina	Casati
Master	Viva Colombia en Austin	Monica	Pena
Master	AEM Asociación de Empresarios Mexicanos, Austin Chapter	Marco	Melendez
Master	Hispanic Alliance	Diana	Resnik
Master	TechBA Austin	Luis	Medina
Master	El Mundo Newspaper	Editorial	
Master	El Mundo Newspaper	Angela	Angulo
Master	Radio Mujer	Malu	Hernandez
Master	Simpson Property Group	Robert	Rodriguez
Master	Windor Communities	Brooke	Schumacher
Master	Somerset Association Management		
Master	Worth Ross Management Co.		
Master	The Tally Group	Rusty	Tally
Master	The Millennium	John	Directo

Community	Alberto C. Gonzalez		
Community	Alfonso Gonzales		
Community	Alfredo R. Santos		
Community	Alicia Perez Hodge		
Community	Alta Teatro		
Community	Amaru Necuametl		
Community	Andrew Saldana		
Community	Angela M. Angulo		
Community	Angela Valenzuela		
Community	Anita Quintanilla		
Community	Anita Villalobos		
Community	Arturo Garcia		
Community	Austin Hernandez		
Community	Barrio Writers		
Community	Bertha (Marie) Delgado		
Community	Bessie Orta		
Community	Brandon Perez		
Community	Brigido Mireles		
Community	Caly Fernandez		
Community	Carl Webb		
Community	Carra Martinez		
Community	Cecilia Colome		
Community	Celeste Ruiz		
Community	Chris Milk		
Community	Chuy Chacon		
Community	Cine las Americas		
Community	Clemencia Zapata		
Community	Clotilde Sofikitis		
Community	Coronado Studio		

Community	Crearte Producciones ATX
Community	Cynthia Pérez
Community	Cynthia Valadez
Community	Cynthia Valadez Jr.
Community	Dan Arellano
Community	Dance Waterloo
Community	Daniel Baladez
Community	Daniel Gomez
Community	Daniel Landeros
Community	Daniel Llanes
Community	Dave Cortez
Community	Deluna Celeste
Community	Dionisio Salazar
Community	Dora Hernandez
Community	Eli Santiago
Community	Elisa Rendon Montoya
Community	Energya Creativa
Community	Ernesto Calderon
Community	Esther Portillo Gonzales
Community	Fidencio Duran
Community	Frank Rodriguez
Community	Fred Cantu
Community	Gabriela Garcia-Proctor
Community	Geneva Sanchez
Community	Gilbert Rivera
Community	Gloria Espitia
Community	Gloria Guzman
Community	Greg Pulte
Community	Griselda Lopez
Community	Harish Kotecha
Community	Irene Lara Silva
Community	Isabel Lopez Aguilar
Community	Jason Longoria
Community	Javier Jara
Community	Jere Locke
Community	JoAnn Estrada
Community	John Cruz
Community	Johnny Limon
Community	Jose Uriegas
Community	Jose Valera
Community	Julio C. Perez
Community	Justin Rodriguez
Community	Kathy Isabel Mariscal
Community	Kazique Prince
Community	Kenny Snodgrass
Community	Kevin Munoz

Community	KEYE TV
Community	Larry Amaro
Community	Latinitas Magazine
Community	Leonard Davila
Community	Leti Garza
Community	Lilia Rosas
Community	Liliana Wilson
Community	Liz Lopez
Community	Los Outsiders
Community	Luis Ordaz
Community	Lydia Hernandez
Community	Manuel Garcia
Community	Mario Ramirez
Community	Marion Sanchez
Community	Martha Cotera
Community	Mauricio Callejas
Community	Maury Sullivan
Community	Mike Flores
Community	Mis Cuentas
Community	Monica Sanchez
Community	Neas Fine Arts
Community	Of the Earth Healing
Community	Orlando S. Mata
Community	Patricia Lopez
Community	Pedro Roldan
Community	Peggy Vasquez
Community	Pete Rivera
Community	PODER Austin, Texas
Community	ProyectoTeatro
Community	Que Lata
Community	Rachael Torres
Community	Rancheas
Community	Remi Carbajal
Community	Rene Renteria
Community	Ricardo Ramirez
Community	Ricardo Zavala
Community	Robert Porter
Community	Robert R. Ojeda
Community	Rockie Gonzalez
Community	Rosa Maria Gonzalez
Community	Ross Gomez
Community	Roy Lozanos Ballet Folklorico of Texas
Community	Sandra Fernandez
Community	Shorty and the Corvettes
Community	Skylar Bonilla
Community	Stephanie Mercado

Community	Studio Verde Landscape
Community	Susan Lambe
Community	Susan Lippman
Community	Susanna Woody
Community	Teresa Perez-Wisely
Community	Tim Mahoney
Community	TKO Advertising
Community	Tom Herrera
Community	Valdez Murals
Community	Valerie Menard
Community	Yareth Fernandez

FOCUS GROUP DATE	GROUP/CATEGORY	CONTACT
23-May	ESB-MACC Board Members	Ricardo Hernandez - Chair
23-May	ESB-MACC Board Members	Blanca Valencia - Vice Chair
23-May	ESB-MACC Board Members	Julia Aguilar
23-May	ESB-MACC Board Members	Aida Cerda-Prazak
23-May	ESB-MACC Board Members	Juan Oyervides
23-May	ESB-MACC Board Members	Hipolito Sarabia
23-May	ESB-MACC Board Members	Hector Herrera
23-May	ESB-MACC Board Members	Anna Maciel
23-May	ESB-MACC Board Members	Kathy Vale Castillo

20-Jun	Rainey Street Business Coalition	Ben Siegel
20-Jun	The Trail Foundation	Heidi Cohn
20-Jun	Waller Creek	John Rigdon
20-Jun	Rainey Street Neighborhood Association	Kitty McMahon
20-Jun	Downtown Austin	Melissa Barry
20-Jun	Waller Creek	Peter Mullan
20-Jun	ESB-MACC Joint Committee	Richard dePalma
20-Jun	Town Lake Neighborhood Association	Susan Morgan
20-Jun	Rainey Street Business Coalition	Taylor Vreeland

26-Jun	Artist and Cultural	Angela Valenzuela
26-Jun	Los Bohemios Perdidos	Carlos Ufret-Vincenty
26-Jun	Former MACC Board	Clemencia Zapata
26-Jun	Las Piñatas	David Goujon
26-Jun	Oaxaca, Arte en Movimiento	Edgar Yepez
26-Jun	Artist and Cultural	Fidencio Duran
26-Jun	Artist and Cultural	Franco Garcia
26-Jun	Artist and Cultural	Hector Carmona Miranda
26-Jun	Artist and Cultural	Irene Lara
26-Jun	Photographer	Joel Salcido
26-Jun	ProyectoTeatro	Luis Gutiérrez
26-Jun	Teatro Vivo	Mario Ramirez
26-Jun	Former MACC Board	Marisa Limon
26-Jun	Musician/Performing Arts	Mauricio Callejas
26-Jun	Artist and Cultural	Michael Anthony Garcia

26-Jun	Artist and Cultural	Raul Valdez
26-Jun	Artist and Cultural	Rosendo Gomez Jr.
26-Jun	Artist and Cultural	Roen Salinas
26-Jun	Artist and Cultural	Tomas Salas

28-Jun	Former MACC Board	Anita Quintanilla
28-Jun	Former MACC Board	Cassie Smith
28-Jun	Former MACC Board	Cathy Vasquez
28-Jun	Former MACC Board	Clemencia Zapata
28-Jun	Former MACC Board	David Goujon
28-Jun	Former MACC Board	Emilio Zamora
28-Jun	Former MACC Board	Gilbert Rivera
28-Jun	Former MACC Board	Isidoro Lopez
28-Jun	Former MACC Board	Jane Rivera
28-Jun	Former MACC Board	Kathryn McMahon
28-Jun	Former MACC Board	Marisa Limon
28-Jun	Former MACC Board	Melvin Wrenn
28-Jun	Former MACC Board	Raul Garza
28-Jun	Former MACC Board	Robert Mezquiti
28-Jun	Former MACC Board	Rosanna Barrios
28-Jun	Former MACC Board	Roen Salinas
28-Jun	Former MACC Board	Sylvia Orozco
28-Jun	Former MACC Board	Valerie Menard
28-Jun	Former MACC Board	Velia Sanchez-Ruiz

12-July	ESB-MACC Staff	Linda Crockett
12-July	ESB-MACC Staff	Vanessa Castro
12-July	ESB-MACC Staff	Lorie Martinez
12-July	ESB-MACC Staff	Adrienne Sanchez
12-July	ESB-MACC Staff	Chris Owens
12-July	ESB-MACC Staff	Marina Islas
12-July	ESB-MACC Staff	Diego Villarreal
12-July	ESB-MACC Staff	Louis Arellano
12-July	ESB-MACC Staff	Armando Orozco
12-July	ESB-MACC Staff	Javier Sales
12-July	ESB-MACC Staff	Cassie Smith
12-July	ESB-MACC Staff	Michelle De Santiago
12-July	ESB-MACC Staff	Arthur Moreno
12-July	ESB-MACC Staff	Erick Salazar
12-July	ESB-MACC Staff	Herlinda Zamora
12-July	ESB-MACC Staff	Frederico Gielo
12-July	ESB-MACC Staff	Ernesto Garza

14-July	The Trail Foundation	Kelly Grajeda
14-July	WCC	John Rigdon
14-July	Asakura Robinson	Margaret Robinson
14-July	USA Shade	Dion Botha
14-July	USA Shade	Michelle Botha
14-July	City of Austin	Janae Spence
14-July	City of Austin - PMD	Ray Minjarez

14-July	PARD Planning	Kim McKnight
14-July	City of Austin - PAZ	Katie Mulholland
14-July	The Trail Foundation	Beth Carroll
14-July	Austin Energy	Pamela England
14-July	Public Works Dept	Ray Minjarez
14-July	Economic Development Dept	Christine Maquire
14-July	Watershed Protection Dept	Kristin Pipkin
14-July	Parks and Recreation Dept	Joe Diaz
14-July	Austin Transportation Dept	Mario Porras
14-July	Parks and Recreation Dept	Kim McKnight
14-July	Communications and Public Information Office	Cara Welch
14-July	Planning and Zoning Dept	Katie Mulholland
14-July	Parks and Recreation Dept	Herlinda Zamora
Nov/Dec	Latino Comedy Project	Adrian Villegas
Nov/Dec	Visual Artist	Alejandra Almuelle
Nov/Dec	Teatro Agua Viva	Ana Laura
Nov/Dec	Visual Artist	Andrew Saldaña
Nov/Dec	Mariachi Corbetas	Anthony Ortiz Sr.
Nov/Dec	April Garcia   Visual Artist	April Garcia
Nov/Dec	Comunidades Consulmex Austin, Mexican Consulate	Carlos González Gutiérrez
Nov/Dec	Los Bohemios Perdidos	Carlos Ufret-Vincenty
Nov/Dec	Visual Artist	Cecilia Colomé
Nov/Dec	Visual Artist	Celeste DeLuna
Nov/Dec	Roy Lozano's Ballet Folklorico of Texas	Chuy Chacon
Nov/Dec	Artist	Clemencia Zapata
Nov/Dec	La Peña	Cynthia and Lidia Pérez
Nov/Dec	Performing Arts	Dance Waterloo
Nov/Dec	Visual Artist	Daniel Arredondo
Nov/Dec	Daniel Llanes   Artist	Daniel Llanes
Nov/Dec	Las Piñatas	David Goujon
Nov/Dec	Puerto Rican Folkloric Dance Company	Dr. Ana Maria Maynard
Nov/Dec	Oaxaca, Arte en Movimiento	Edgar Yepez
Nov/Dec	Metal Sculpturist	Efrain Arvelo
Nov/Dec	Cine Las Americas	Eugenio del Bosque
Nov/Dec	Eva YBarra y Su Conjunto	Eva Ybarra
Nov/Dec	Univision	Fely Garcia
Nov/Dec	Visual Artist	Fernando Muñoz
Nov/Dec	Visual Artist	Fidencio Durán
Nov/Dec	Cine Las Americas	Franco Francisco
Nov/Dec	Performing Arts	Frederico Geib
Nov/Dec	Tejano Geneology Society	Gena Sanchez
Nov/Dec	Photographer	Gerard Juarez
Nov/Dec	Visual Artist	Hector Carmona Miranda
Nov/Dec	Hector C. Miranda   Visual Artist	Hector Miranda
Nov/Dec	Visual Artist	Inés Batlló
Nov/Dec	Cultural Arts	Irene Lara Silva
Nov/Dec	Los Bohemios Perdidos	Javier Jara
Nov/Dec	AARP	Jessica Lemann
Nov/Dec	Coronado Studio	Jill Ramirez

Nov/Dec	Photographer	Joel Salcido
Nov/Dec	Visual Artist	John Cruz
Nov/Dec	Cultural Arts	Johnny Limon
Nov/Dec	Coronado Studio	Jonathan Reboloso
Nov/Dec	Salero   Salsa Band	Jose Luis Davila
Nov/Dec	Alianza Cultural Latinoamericana   Café Con Letras	Juan A. de los Angeles
Nov/Dec	ALTA Teatro	Karla Longnion
Nov/Dec	Visual Artist	Katelena Hernandez Cowles
Nov/Dec	Visual Artist	Kevin Muñoz
Nov/Dec	Latinitas	Laura Donnelly Gonzalez
Nov/Dec	Recording Artists	Leti Garza
Nov/Dec	Performing Arts	Leticia Rodriguez
Nov/Dec	Barrio Writers	Leticia Urieta
Nov/Dec	Visual Artist	Liliana Wilson
Nov/Dec	Cultural Arts	Lori Renteria
Nov/Dec	Visual Artist	Luis Abreux
Nov/Dec	Visual Artist	Luis Guerra
Nov/Dec	ProyectoTeatro	Luis Ordaz
Nov/Dec	Visual Artist	Maria Montoya-Hohenstein
Nov/Dec	Of the Earth Healing	Marika Alvarado
Nov/Dec	Teatro Vivo	Mario Ramirez
Nov/Dec	Performing Arts	Mary Elmahdy
Nov/Dec	Musician/Performing Arts	Mauricio Callejas
Nov/Dec	KLRU	Maury Sullivan
Nov/Dec	Installation and Sculptural Artist	Mery Godigna Collet
Nov/Dec	Installation and Sculptural Artist	Michael Anthony Garcia
Nov/Dec	Visual Artist	Nancy Espinal Argueta
Nov/Dec	Coronado Studio	Paloma Mayorga
Nov/Dec	Raul Garza   Playwright	Raul Garza
Nov/Dec	Visual Arts	Raul Valdez
Nov/Dec	Cultural Arts	Rene Renteria
Nov/Dec	Visual Artist	Reynaldo Alaniz
Nov/Dec	Installation and Sculptural Artist	Rodolfo Magnus (Lisa Woods)
Nov/Dec	Aztlan Dance Company	Roen Salinas
Nov/Dec	Cultural Arts	Rosendo Gomez Jr.
Nov/Dec	Performing Arts	Samantha Ledezma Montenegro
Nov/Dec	Visual Artist	Sandra C. Fernández
Nov/Dec	Visual Artist	Stephanie Mercado
Nov/Dec	COA - Cultural Arts	Susan Lambe
Nov/Dec	Installation and Sculptural Artist	Yareth Fernandez
Nov/Dec	Los Outsiders: Fusebox	



# Phase 1 Public Input Process – May 2017 – September 2017

## Existing Conditions and Programming

### Focus Groups

Public input on the project began in May of 2017 with the project team hosting four small stakeholder group discussions. The Parks and Recreation staff identified participants based on their current or past relationship with the ESB-MACC, their area of focus, affiliation to groups or community interests, and alignment within the following categories:

- 1) ESB-MACC Advisory Board, MACC/PARD Boards
- 2) Former MACC Board Members and current ESB-MACC staff
- 3) Arts or Cultural Community at Large
- 4) Planning Partners: Waller Creek Conservancy, Waller Creek Local Government Corporation, Trail Foundation

Each of the small group discussions were designed to inform and gain input from a range of individuals and groups interested in the ESB-MACC Master Plan Update. The objectives of the Focus Groups were to:

- Present the project, its goals and timeline
- Understand and document the stakeholder’s interests, needs, and concerns relative to the project
- Encourage participants to submit their input by completing the project survey

In addition to these four focus groups, CasaBella participated in three walking tours with partners such as the Waller Creek Conservancy and The Trail Foundation.

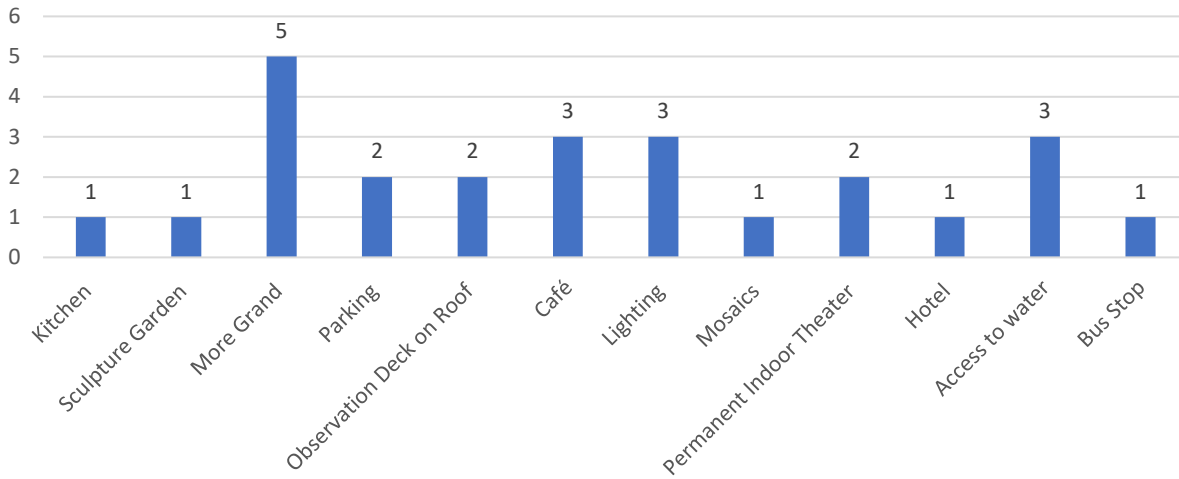
Date	Group	Invitations*	Participants
May 23, 2017	ESB-MACC/PARB joint committee	60	6
June 20, 2017	Planning Partners		4
June 26, 2017	Former MACC Board		3
June 28, 2017	Cultural Arts		4

\* No monetary incentives were provided.

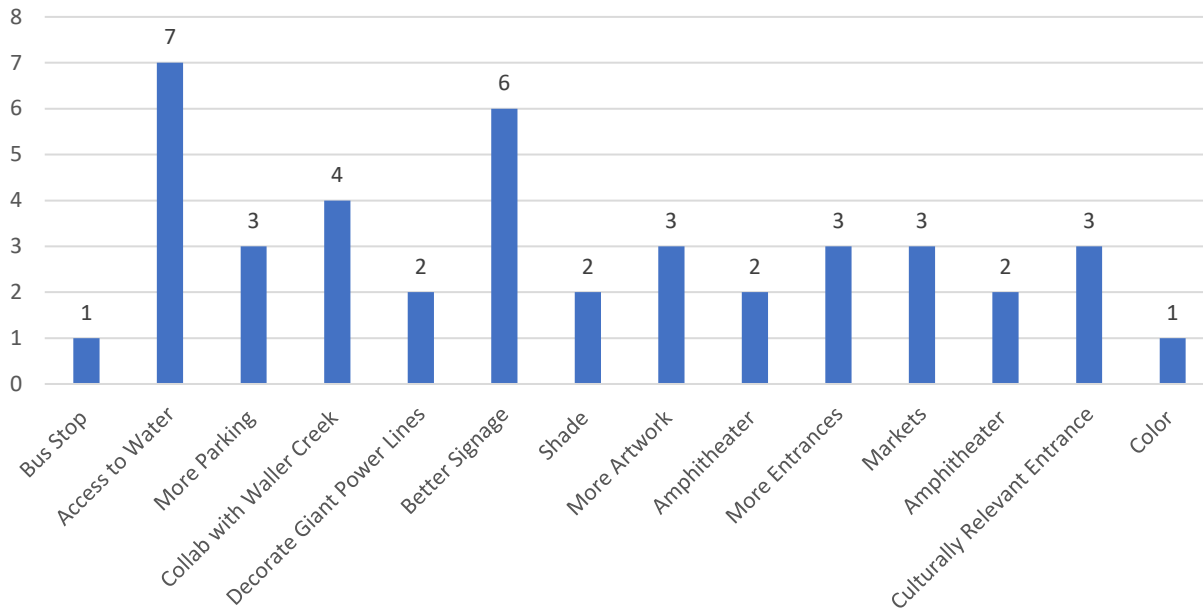
FOCUS GROUP DATE	LOCATION	NAME OR PARTICIPANT (Not all participants choose to sign in)
May 23	ESB-MACC	Ricardo Hernandez - Chair
May 23	ESB-MACC	Blanca Valencia - Vice Chair
May 23	ESB-MACC	Julia Aguilar
May 23	ESB-MACC	Aida Cerda-Prazak
May 23	ESB-MACC	Juan Oyervides
May 23	ESB-MACC	Hipolito Sarabia
June 20	ESB-MACC	John Rigdon
June 20	ESB-MACC	Kitty McMahon
June 20	ESB-MACC	Ben Siegel
June 20	ESB-MACC	Susan Morgan
June 26	ESB-MACC	Luis Ordaz
June 26	ESB-MACC	Marcos Ordaz
June 26	ESB-MACC	David Goujon
June 28	ESB-MACC	Cassie Smith
June 28	ESB-MACC	Raul Valdez
June 28	ESB-MACC	Rosendo Gomez Jr.
June 28	ESB-MACC	Fidencio Duran

Although participants submitted their comments in the project survey, a summary of the focus group discussion theme is provided below:

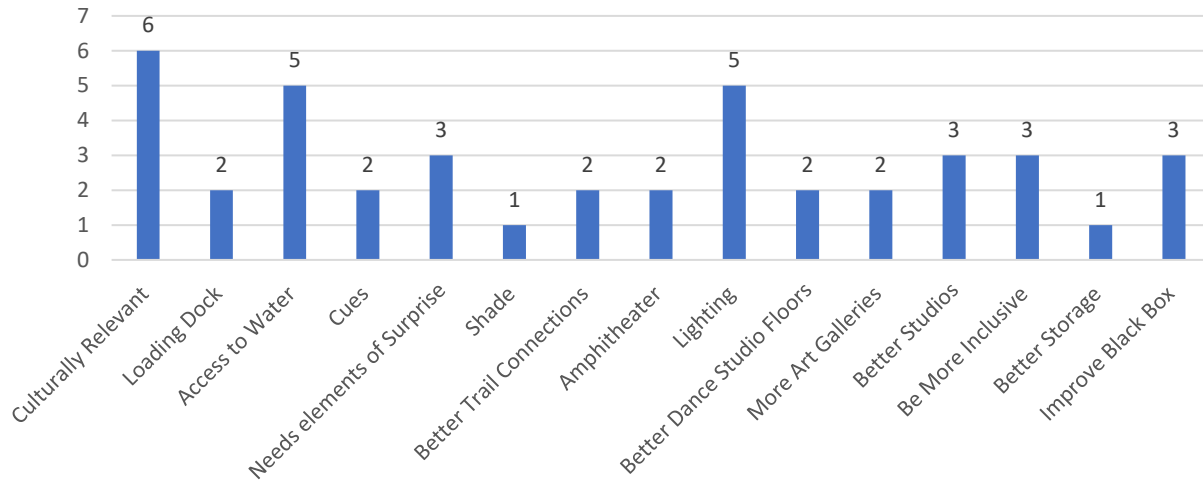
### Focus Group 1



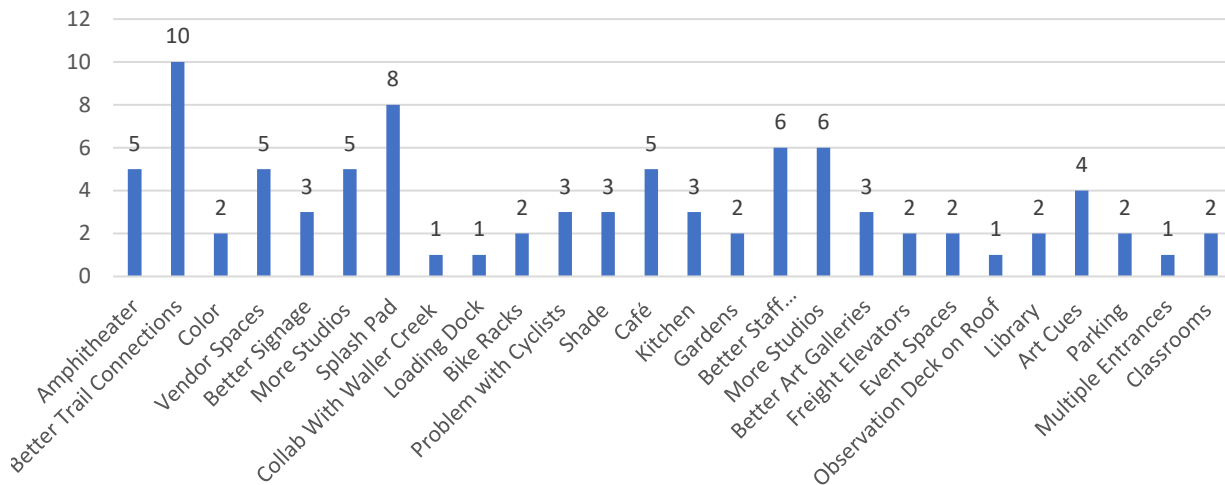
### Focus Group 2



### Focus Group 3



### Focus Group 4



### Survey Tool

The print and online survey was a primary tool to gather feedback from stakeholders and interested residents during Phase 1. In addition to qualifying the respondents based on their relationship to the center, frequency of usage, how they access the site and other demographic information, the survey instrument segmented questions to help define existing conditions and specific needs based on six key elements of the center:

- Buildings & Programming
- El Zocalo (The Plaza)
- Circulation
- Waterfront
- Landscaping
- La Gran Entrada (The Grand Entrance)

Each element provided additional space for participants to share specific concerns and provide key input to aid the design team and City Staff in its process. A summary of the 287 survey responses follows:

**Q1: What best describes your activity related to the ESB-MACC? Please check all that apply.**

<b>ANSWER CHOICES</b>	<b>RESPONSES</b>	
Performing artist/group – space user	14.98%	40
Music and entertainment booking/management – space user	8.99%	24
Instructor/Classroom – space User	7.87%	21
Visual art exhibitor - space user	6.74%	18
Neighbor - housing resident	19.85%	53
Neighbor - commercial resident	4.49%	12
Patron - event participant or guest	53.56%	143
Student - school-age or programming	5.24%	14
Direct stakeholder - Board Member/staff/committee appointee	4.12%	11
Park visitor	42.70%	114
<b>Total Respondents: 267</b>		

**Q2: How often do you visit or otherwise use the ESB-MACC?**

<b>ANSWER CHOICES</b>	<b>RESPONSES</b>	
More than 7 times per week	1.06%	3
5-7 times per week	3.19%	9
2-4 times per week	5.32%	15
Once per week	8.51%	24
Once per month	19.50%	55
Less than once per month	62.41%	176
<b>TOTAL</b>		<b>282</b>

**Q3: What form(s) of transportation do you use to access the ESB-MACC? Check all that apply.**

ANSWER CHOICES	RESPONSES	
Car	79.71%	220
Motorcycle	1.45%	4
Capital Metro	9.78%	27
Ride Share	6.88%	19
Bike	16.30%	45
Walking	26.09%	72
Total Respondents: 276		

The new Master Plan public input process is designed to identify your desires and needs based on how the existing space works, what you'd like to see improved, and what you envision for the ESB-MACC's future. The following questions will help define existing conditions and specific needs based on six elements:

- Buildings & Programming
- El Zocalo (The Plaza)
- Circulation
- Waterfront
- Landscaping
- La Gran Entrada (The Grand Entrance)

If you select a topic needing improvement, please select the response(s) that mostly closely matches your reasoning; if the responses are not sufficient, use the "Other" option and please explain.

**Q4: Performing Arts (Dance/Theater/Music) spaces**

ANSWER CHOICES	RESPONSES	
Not enough performing arts spaces that seat 1-100 people	22.22%	24
Not enough performing arts spaces that seat 101-199 people	31.48%	34
Not enough performing arts spaces that seat 200+ people	54.63%	59
Dressing rooms are too small	18.52%	20
I'd like to see electrical and lighting improvements	37.04%	40
Not enough acoustics and sound insulation	31.48%	34
Support spaces for storage or staging are too small	31.48%	34
Total Respondents: 108		

**Q5: Visual Arts (Painting/Sculpture/Classrooms/Studios)**

ANSWER CHOICES	RESPONSES	
Need more classroom space	59.78%	55
Not enough counter space or sink facilities for cleanup	25.00%	23
Storage space is limited	30.43%	28
Rooms are dark or lack natural light	33.70%	31
Other (please explain)	18.48%	17
Total Respondents: 92		

**Q6: Gallery & Exhibit**

ANSWER CHOICES	RESPONSES	
Existing gallery space is sufficient	25.95%	34
I'd like to see the gallery space increase by 50%	32.06%	42
I'd like to see the gallery space increase by 100%	25.19%	33
Need climate controlled storage	20.61%	27
Need larger freight elevator	14.50%	19
We need more general storage space	17.56%	23
We need preparation space	19.85%	26
Other (please explain)	16.03%	21
Total Respondents: 131		

**Q7: Culinary Arts (Cooking Classes)**

ANSWER CHOICES	RESPONSES	
Need classroom-style kitchen	68.82%	64
Room for seating in kitchen (how specify many participants per class)	25.81%	24
More counter and food prep space	38.71%	36
More refrigerated storage	25.81%	24
More general storage cabinets	18.28%	17
Other (please explain)	24.73%	23
Total Respondents: 93		

**Q8: Dance Studio**

ANSWER CHOICES	RESPONSES	
Need larger dance studio space (please specify class size)	44.44%	36
Improved electrical and lighting	30.86%	25
Improved acoustics	37.04%	30
Other (please explain)	39.51%	32
Total Respondents: 81		

**Q9: Classrooms (Library/Music/Conference/Education)**

ANSWER CHOICES	RESPONSES	
Existing conference room sizes meet our needs	24.10%	20
Existing conference room sizes are not sufficient (please specify desired size or quantities)	38.55%	32
Existing classroom sizes meet our needs	14.46%	12
Existing classroom sizes are not sufficient (please specify desired size or quantities)	27.71%	23
Other (please explain)	38.55%	32
Total Respondents: 83		

**Q11: What new structures or spaces would you like to see added to the ESB-MACC to support public/private ventures and help fund programs that sustain the ESC-MACC's growth? Select one or more and explain.**

ANSWER CHOICES	RESPONSES	
Artist concession	34.18%	54
Larger parking lot	41.14%	65
Outdoor amphitheater	60.76%	96
Food vendor space/café	59.49%	94
Gift shop	43.67%	69
Other	8.86%	14
Total Respondents: 158		

**Q12: Where would you like to see the enhancement of ADA accessibility in the existing building spaces and facilities?**

ANSWER CHOICES	RESPONSES	
Parking lot	43.62%	41
Outdoor amphitheater	45.74%	43
Theater	38.30%	36
Exhibit space	31.91%	30
Classrooms	26.60%	25
Offices	13.83%	13
Other	9.57%	9
Total Respondents: 94		

**Q13: If a public observation deck could be included in the new plan, what features would you be interested in including or having? Select one or more and explain.**

ANSWER CHOICES	RESPONSES	
Shaded structure	84.87%	129
Performance space	48.68%	74
VIP area	7.24%	11
A view (please specify the feature you'd like to see)	25.00%	38
Total Respondents: 152		

**Q14: What improvements could enhance security or otherwise make you feel more at ease regarding safety? Select one or more and explain.**

ANSWER CHOICES	RESPONSES	
Parking lot lighting	50.00%	71
Trail access lighting	65.49%	93
Fencing	14.79%	21
Dedicated bike paths	38.03%	54
Other	10.56%	15
Total Respondents: 142		



**Q15: What improvements or changes to the Plaza could improve its use by performing artists and guests? Select all that apply. Please explain:**

ANSWER CHOICES	RESPONSES	
Shade	88.89%	144
Exterior lighting	47.53%	77
Sound or audio rigging/wiring	38.27%	62
Electrical	21.60%	35
Fixed seating	27.16%	44
Stage direction or orientation	21.60%	35
Other	4.32%	7
Total Respondents: 162		

**Q16: Access to the MACC is primarily provided by River Street or through Lady Bird Lake trail. Are there constraints you'd like to see improved that would ease your travel both to and from the MACC? Select one or more and explain.**

ANSWER CHOICES	RESPONSES	
Enhanced roadway access	49.01%	74
Increase bus/shuttle route or frequency	32.45%	49
Pedestrian access to ESB-MACC	45.70%	69
Bicycle access	31.79%	48
Add access from water	38.41%	58
Other	6.62%	10
Total Respondents: 151		

**Q17: The ESB-MACC borders Lady Bird Lake. What improvements would you like to see that best utilizes the relationship to the trail or the water? Please explain:**

ANSWER CHOICES	RESPONSES	
Better view of lake	72.73%	112
Add water access	42.21%	65
Add seating	37.66%	58
Improve signage	40.26%	62
Other	5.84%	9
Total Respondents: 154		

**Q18: The ESB-MACC borders Waller Creek. What improvements would you like to see that best utilizes the relationship to this area? Please explain:**

ANSWER CHOICES	RESPONSES	
Access from the Waller Creek bridge to the ESB-MACC parking lot lacks transition or proper entry	77.04%	104
There's no current space that invites use for art installations or gatherings	50.37%	68
Other	7.41%	10
Total Respondents: 135		

**Q19: What improvements could enhance your experience spent on the grounds? Select one or more and explain.**

ANSWER CHOICES	RESPONSES	
Create spaces for large events or gatherings	35.40%	57
Create space for serene park-like settings	47.83%	77
Outdoor movie projection spaces	54.04%	87
Add shading structures for large gatherings	72.05%	116
Add shading structures for small or intimate gatherings	65.22%	105
Other	5.59%	9
Total Respondents: 161		

**Q20: What design elements would you like to see that would enhance the entry or could provide a visual link to East Austin? Please explain:**

ANSWER CHOICES	RESPONSES	
Integrate large sculpture or art installation	53.50%	84
Reflect a more park-like setting	45.86%	72
Enhanced vehicle access	21.66%	34
Add event signage	35.03%	55
Integrate cultural or arts garden	63.69%	100
Incorporate bus stop	34.39%	54
Other	6.37%	10
Total Respondents: 157		

**Q21: Please number the improvements you've provided feedback on in order of priority (#1 being the most important).**

	1	2	3	4	5	6	7	TOTAL	SCORE
Buildings & Programming	41.28% 71	15.70% 27	8.14% 14	11.63% 20	7.56% 13	6.40% 11	9.30% 16	172	5.15
Plaza Improvements	25.58% 44	34.30% 59	18.02% 31	13.37% 23	5.23% 9	2.33% 4	1.16% 2	172	5.50
Circulation	5.23% 9	10.47% 18	14.53% 25	18.60% 32	23.26% 40	19.77% 34	8.14% 14	172	3.64
Waterfront	7.56% 13	12.79% 22	19.19% 33	14.53% 25	18.02% 31	13.95% 24	13.95% 24	172	3.80
Utilities	2.33% 4	4.07% 7	11.05% 19	14.53% 25	15.12% 26	22.67% 39	30.23% 52	172	2.75
Landscaping	8.14% 14	8.14% 14	15.70% 27	18.02% 31	12.21% 21	22.67% 39	15.12% 26	172	3.53
La Gran Entrada (The Grand Entrance)	9.88% 17	14.53% 25	13.37% 23	9.30% 16	18.60% 32	12.21% 21	22.09% 38	172	3.63

**Q22: What type of programming would you like to see more of offered at or through the ESB-MACC?**

ANSWER CHOICES	RESPONSES	
Dance	14.56%	23
Music	17.09%	27
Theater	7.59%	12
Film	7.59%	12
Spoken word	2.53%	4
Art instruction	12.66%	20
Music instruction	2.53%	4
Cooking classes	10.13%	16
Film and video instruction	5.70%	9
Other (please explain)	19.62%	31
<b>TOTAL</b>		<b>158</b>

**Q25: Gender**

ANSWER CHOICES	RESPONSES	
Female	63.92%	101
Male	36.08%	57
<b>TOTAL</b>		<b>158</b>

**Q26: Age Group**

ANSWER CHOICES	RESPONSES	
Under 17	0.00%	0
18-24	2.55%	4
25-34	21.66%	34
35-44	30.57%	48
45-54	17.20%	27
55-64	17.83%	28
65+	10.19%	16
<b>TOTAL</b>		<b>157</b>

**Q28: Approximate Household Income**

ANSWER CHOICES	RESPONSES	
Less than \$25,000	5.44%	8
\$25,000 - \$49,999	22.45%	33
\$50,000 - \$74,999	22.45%	33
\$75,000 - \$99,999	14.97%	22
Greater than \$100,000	34.69%	51
TOTAL		147

**Q29: Marital Status**

ANSWER CHOICES	RESPONSES	
Married, or in a domestic partnership or civil union	67.11%	102
Single	32.89%	50
TOTAL		152

**Q30: Parenting Status (check all that apply)**

ANSWER CHOICES	RESPONSES	
I have children under the age of 12	25.49%	39
I have children between the ages of 12 and 15	7.19%	11
I have children that are 16 and older	25.49%	39
I don't have children	46.41%	71
Total Respondents: 153		

**Q31: Racial or Ethnic Background**

ANSWER CHOICES	RESPONSES	
Non-Hispanic White	42.96%	61
African American	2.11%	3
Hispanic/Latino	54.93%	78
Asian American	3.52%	5
Total Respondents: 142		

**First Public Open House**

The public launch of ESB-MACC Master Plan took place on June 17<sup>th</sup> and provided English and Spanish-speaking stakeholders with a project overview, its goals and objectives, and the selection of structure and programming elements that were being reviewed for the development of the Master Plan. Approximately 80 participants attended. Following a presentation by the CasaBella Architects, event attendees were invited to visit three stations around the complex to weigh in on the specific elements of the Master Plan;

- Buildings & Programming
- El Zocalo (The Plaza)
- Circulation
- Waterfront
- Landscaping
- La Gran Entrada (The Grand Entrance)

Each of the three stations was staffed by English and Spanish-speaking members of the design team to help explain the elements and lead participants through the comment boards. Participants were also encouraged to complete the survey and share it with their networks. The three-hour event included live music, interactive activities for kids, breakfast tacos, and two guided tours of the ESB-MACC in both English and Spanish. News coverage of the event included an article in *Ahora Si!* Newspaper and the *Austin Chronicle*. A video summary of the event was produced by *Hispanic Today Live* and aired August 1 on cable Channel 10. A link of the video is provided here for viewing.

The feedback gained from these initial events and survey findings enabled the design team to move forward with an understanding of the current constraints and desired changes as expressed by the stakeholders and public.

## Phase 2 Public Input Process – October 2017 – December 2017

### Presentation of Design Concepts

#### Second Public Open House

A second public meeting was held for English and Spanish-speakers on October 7 to review a series of design concepts based on the comments received from public in Phase 1. The 2-hour event held in the ESB-MACC auditorium began with a formal presentation and discussion by CasaBella Architects. Participants were then invited to review detailed boards in the gallery and provide comments in a print and online questionnaire, which asked how well the design concepts solved the current constraints and future space needs for the specific key elements of the Plan. Over 60 participants attended the meeting.

#### Focus Groups

Four additional small stakeholder group discussions were held for English and Spanish-speakers in November and December to provide further public input on the design concepts. The consultant team identified participants who have either provided programming, are currently doing so, or could in the future. These included:

- Theater/Performance/Visual Arts Groups
- Education, Cultural and Community Groups

The objectives of the Focus Groups were to:

- Present the Phase 2 design concepts
- Encourage participants to submit their input by completing the project questionnaire

Email invitations were sent to over 80 individuals and groups, followed by phone calls to 50 contacts the team had telephone numbers for. Locations for the focus groups were held at the ESB-MACC, Zach Theater and Montopolis Recreation Center.

Date	Groups	Invitations*	Participants
November 29, 2017	<ul style="list-style-type: none"> <li>• Theater/Performance/Visual Arts Groups</li> <li>• Education, Cultural and Community Groups</li> </ul>	80	11
November 30, 2017			6
December 1, 2017			6
December 4, 2017			3

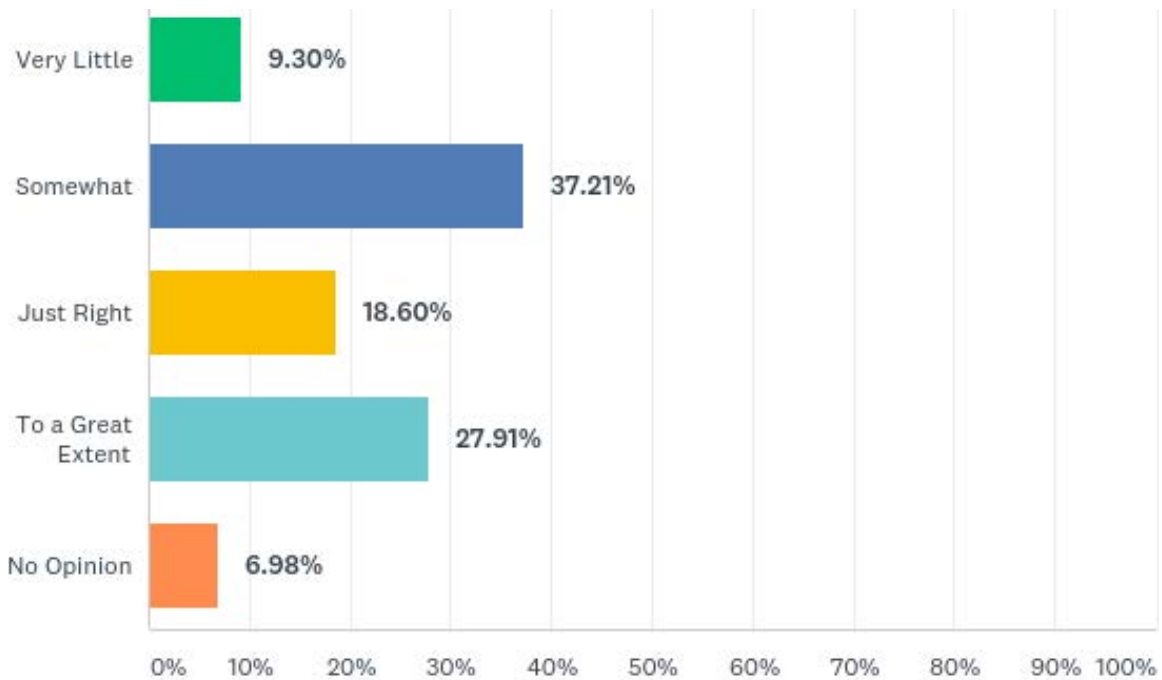
\* No monetary incentives were provided.

FOCUS GROUP DATE	LOCATION	NAME OR PARTICIPANT (Not all participants choose to sign in)
November 29	ESB-MACC	Fidencia Duran
November 29	ESB-MACC	Javiar Jara
November 29	ESB-MACC	Jose L. Davila
November 29	ESB-MACC	Carlos Ufret
November 29	ESB-MACC	Daniel Llanes
November 29	ESB-MACC	Hector Carmona Miranda
November 29	ESB-MACC	Hipolito Sarabia
November 29	ESB-MACC	Raul Garza
November 29	ESB-MACC	Mauricio Callejas
November 29	ESB-MACC	Michael Casias
November 29	ESB-MACC	Marta Coteria
November 30	ESB-MACC	Marika Alvarado
November 30	ESB-MACC	Maria Marengo
November 30	ESB-MACC	Yareth Fernandez
November 30	ESB-MACC	April Garcia

November 30	ESB-MACC	Marisa Limon
November 30	ESB-MACC	David Santos
December 1	ZACH Theater	Lori Navarette
December 1	ZACH Theater	Andrew Saldana
December 1	ZACH Theater	Rene Renteria
December 1	ZACH Theater	Hipolito Sarabia
December 1	ZACH Theater	Aida Cerda Prazak
December 1	ZACH Theater	Reynaldo Alaniz
December 4	Montopolis Recreation Center	Hector Ordaz
December 4	Montopolis Recreation Center	Leticia Rodriguez
December 4	Montopolis Recreation Center	Marina Islas

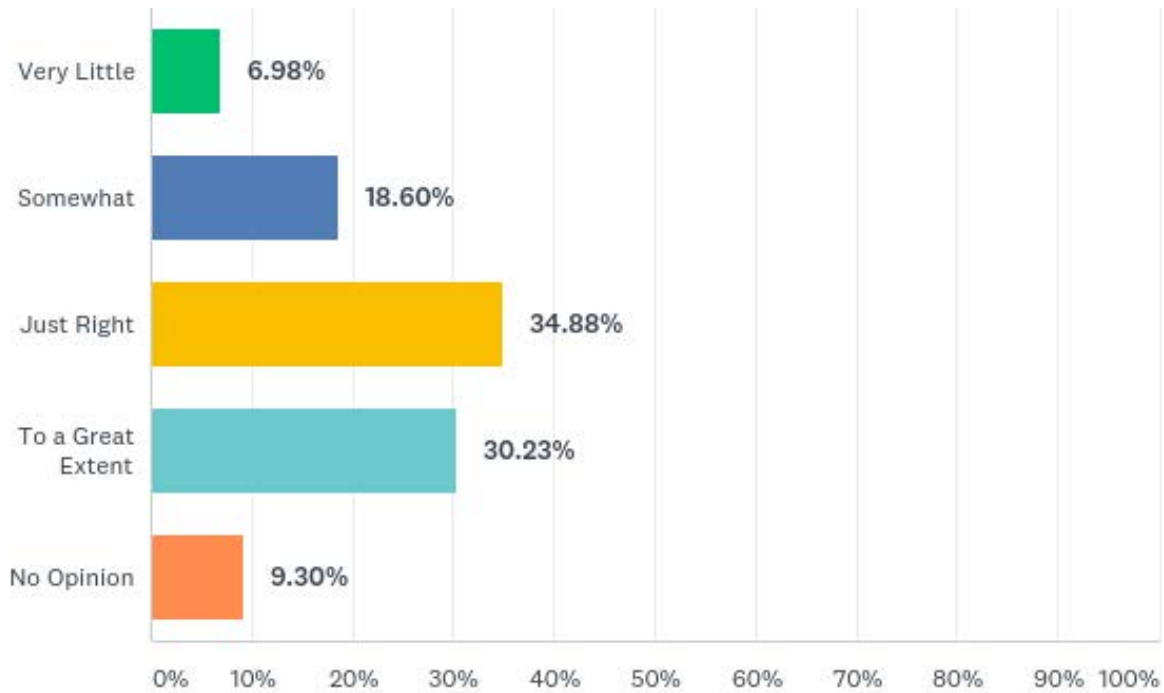
A summary of the second public meeting and focus group questionnaires responses follows:

**Q1: How well do the design concepts presented today solve the current constraints and future space needs for priorities related to Performing Arts (Dance/Theater/ Music, Storage, Dressing Rooms)?**

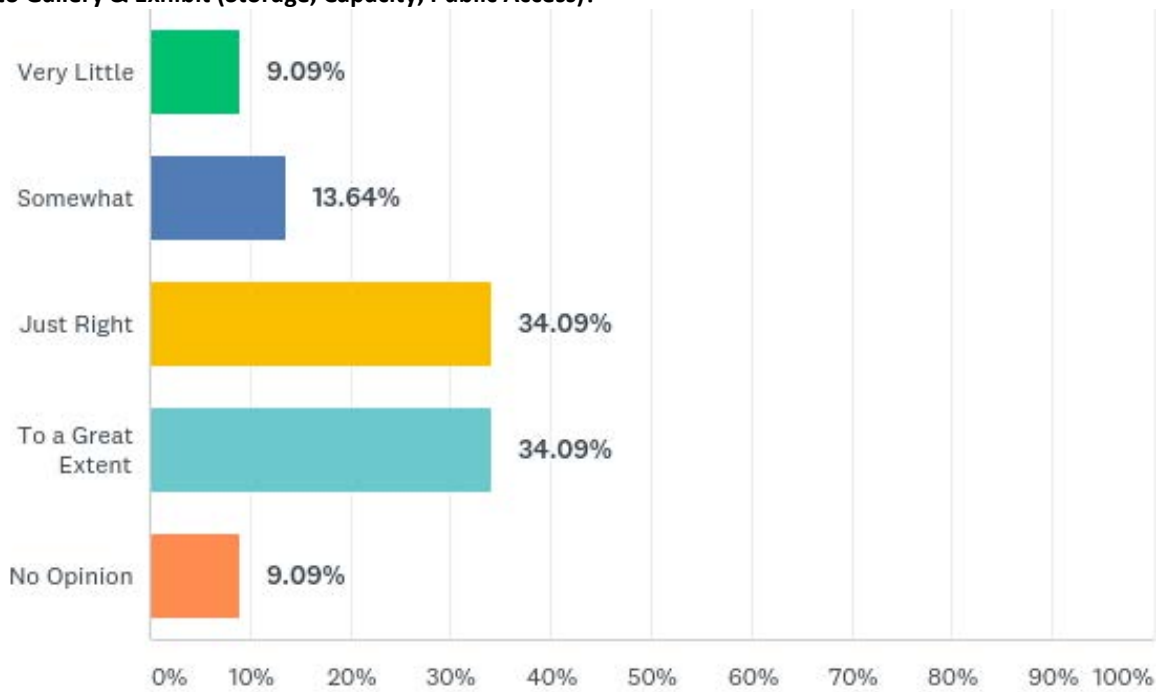




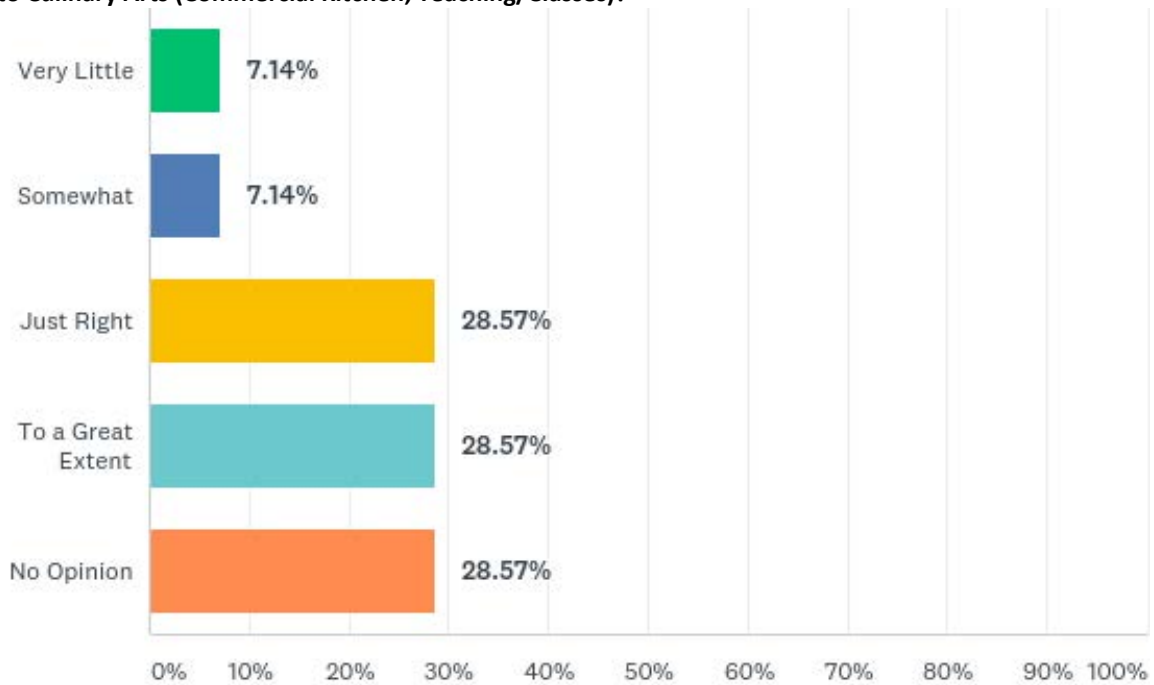
**Q2: How well do the design concepts presented today solve the current constraints and future space needs for priorities related to Visual Arts (Painting/Sculpture/Classrooms/Workshops)?**



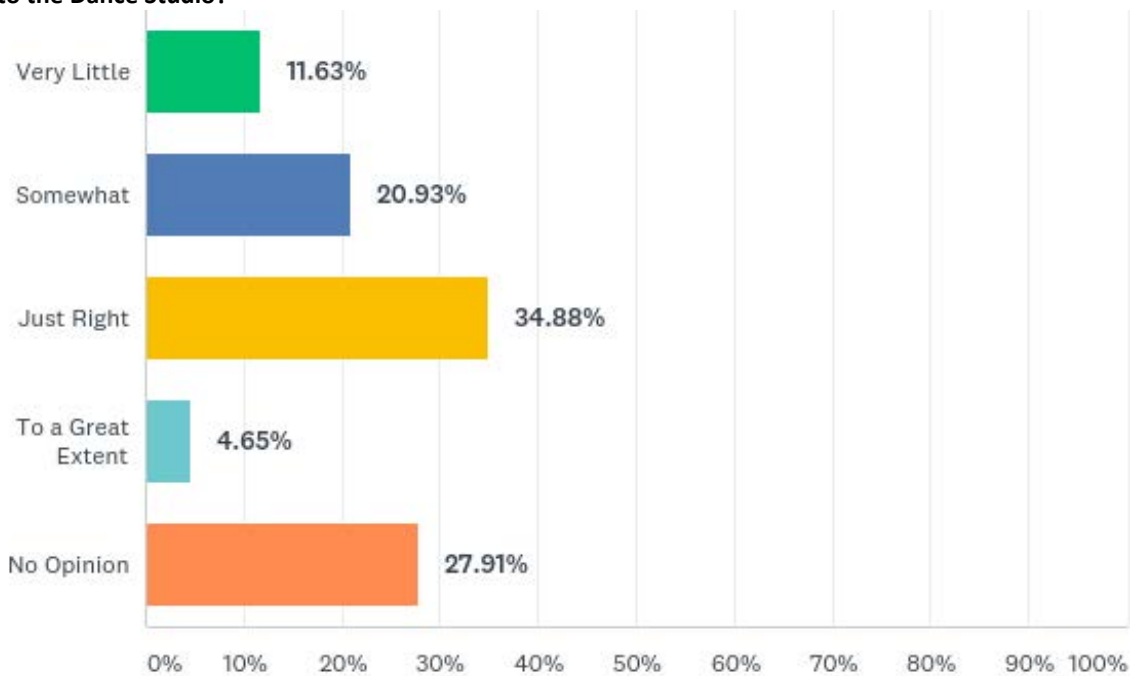
**Q3: How well do the design concepts presented today solve the current constraints and future space needs for priorities related to Gallery & Exhibit (Storage, Capacity, Public Access)?**



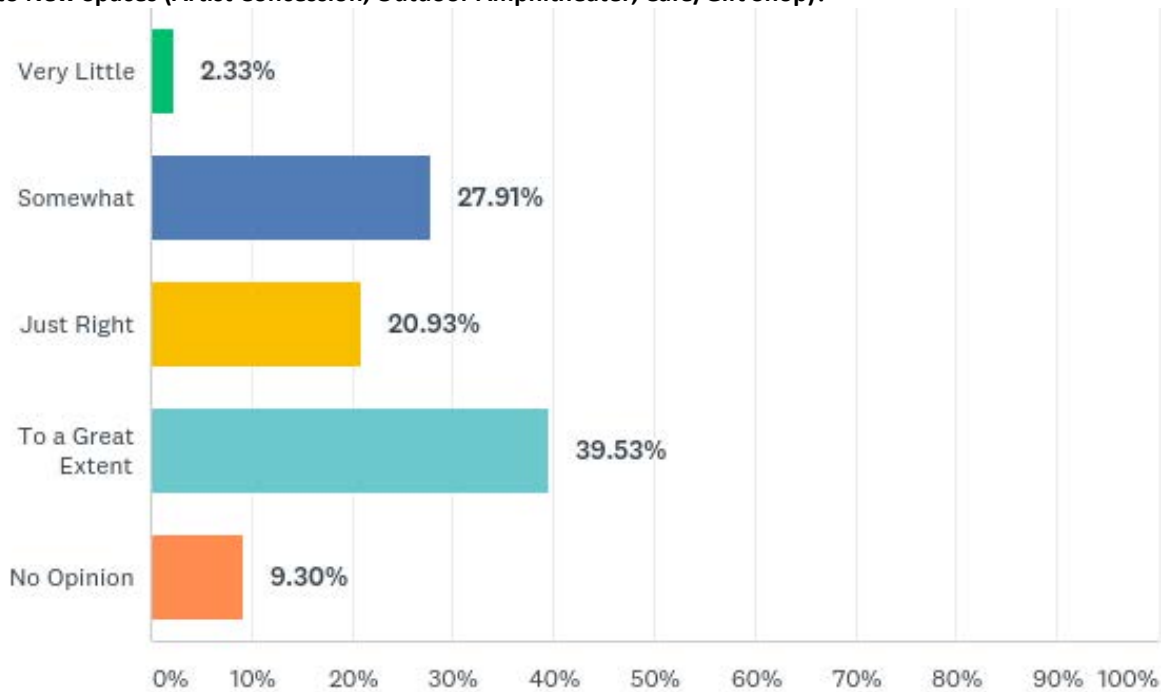
**Q4: How well do the design concepts presented today solve the current constraints and future space needs for priorities related to Culinary Arts (Commercial Kitchen, Teaching/Classes)?**



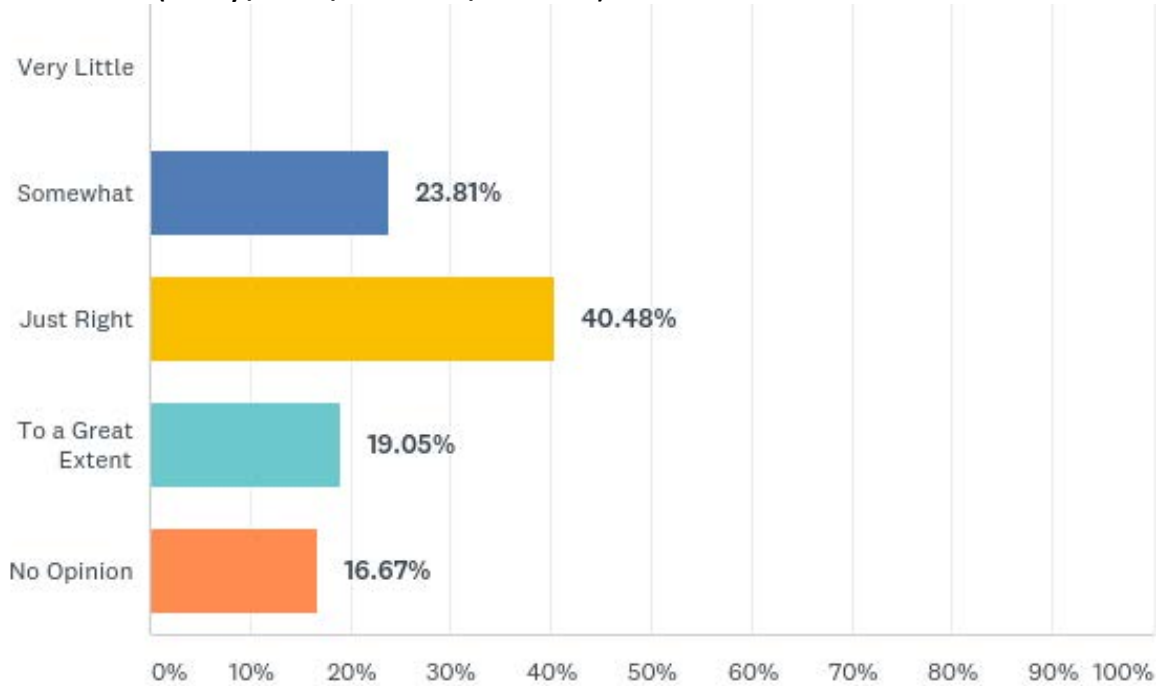
**Q5: How well do the design concepts presented today solve the current constraints and future space needs for priorities related to the Dance Studio?**



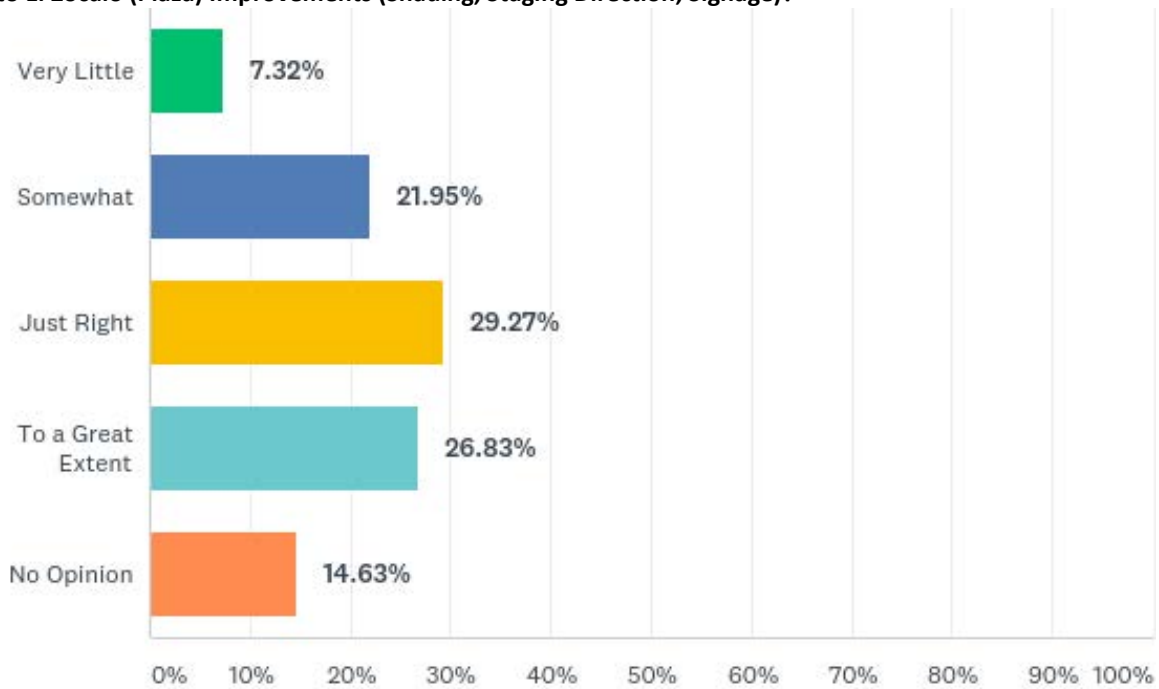
**Q6: How well do the design concepts presented today solve the current constraints and future space needs for priorities related to New Spaces (Artist Concession, Outdoor Amphitheater, Café/Gift Shop)?**



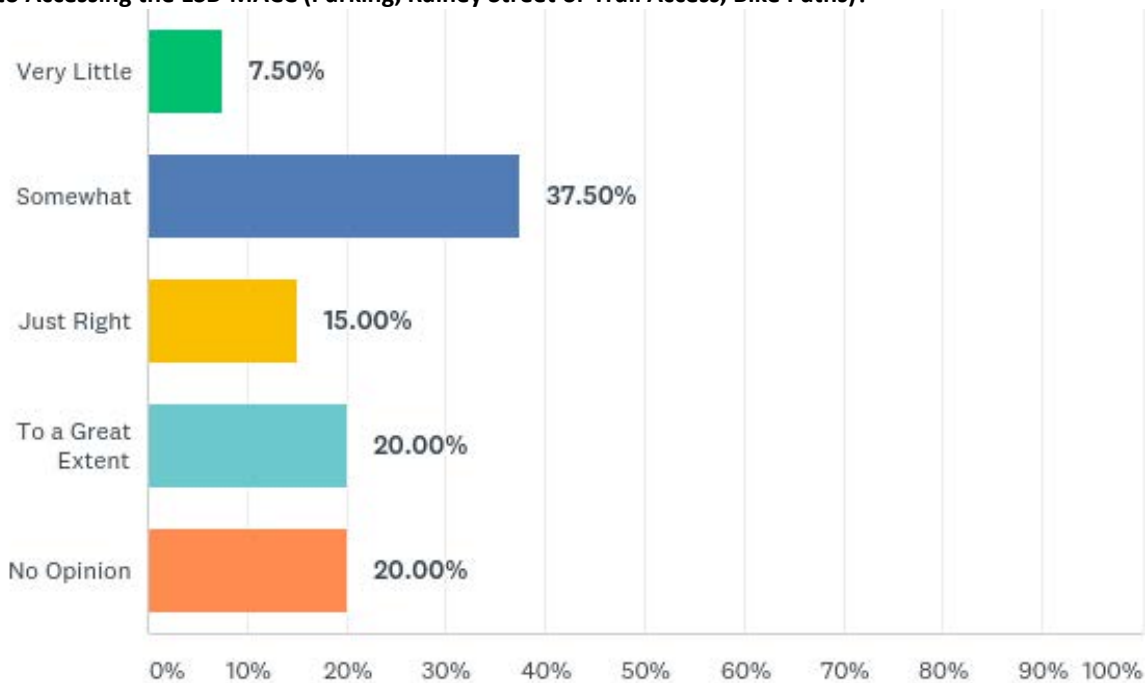
**Q7: How well do the design concepts presented today solve the current constraints and future space needs for priorities related to Classrooms (Library /Music /Conference/ Education)?**



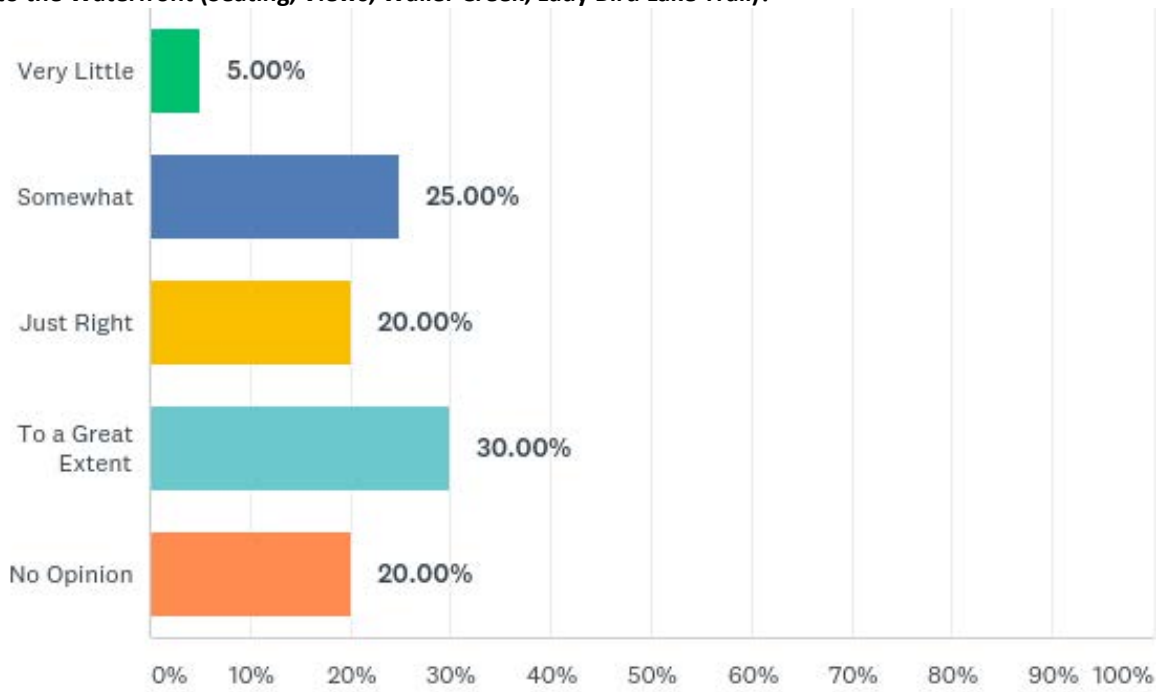
**Q8: How well do the design concepts presented today solve the current constraints and future space needs for priorities related to El Zocalo (Plaza) Improvements (Shading, Staging Direction, Signage)?**



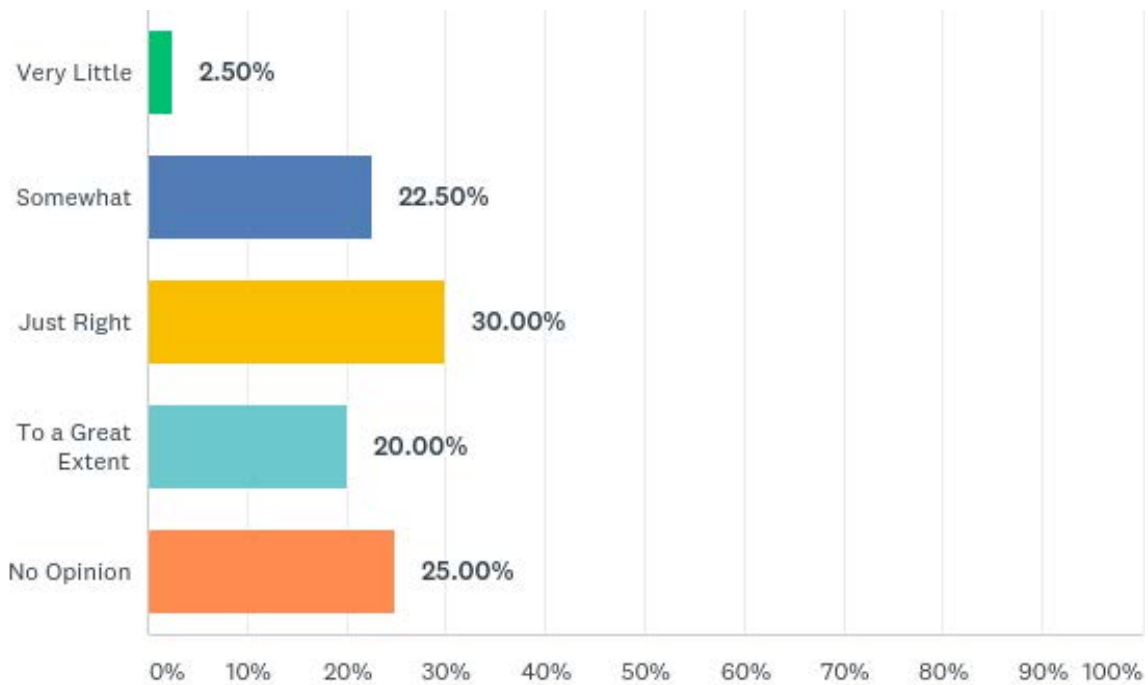
**Q9: How well do the design concepts presented today solve the current constraints and future space needs for priorities related to Accessing the ESB-MACC (Parking, Rainey Street or Trail Access, Bike Paths)?**



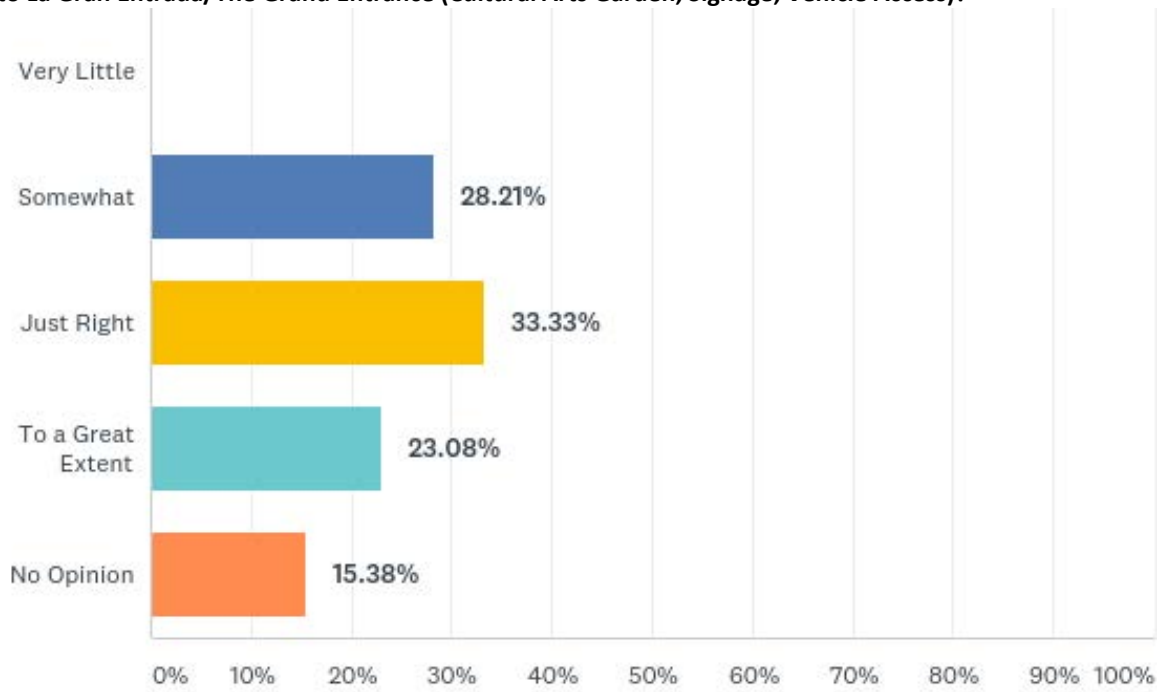
**Q10: How well do the design concepts presented today solve the current constraints and future space needs for priorities related to the Waterfront (Seating, Views, Waller Creek, Lady Bird Lake Trail)?**



**Q11: How well do the design concepts presented today solve the current constraints and future space needs for priorities related to the Landscaping (Large/Small Spaces, Movie Projection)?**



**Q12: How well do the design concepts presented today solve the current constraints and future space needs for priorities related to La Gran Entrada/The Grand Entrance (Cultural Arts Garden, Signage, Vehicle Access)?**



## Phase 3 Public Input Process – January 2018 – February 2018

### Presentation of Master Plan Design

#### Third Public Meeting

A final public meeting was held January 20, 2018 at the ESB-MACC to provide English and Spanish-speaking participants with a presentation of the draft Master Plan. The 2-hour event included a gallery viewing of the proposed design options and a formal presentation by CasaBella Architects. Participants were encouraged to submit their comments by completing the project questionnaire and provide specific insight into each of the elements detailed previously in the plan. Over 60 registered participants attended the presentation. A summary of the third public meeting questionnaire responses follows:

#### Focus Group

One additional small stakeholder group discussion was hosted for Spanish-speakers on January 29, 2018 to provide further public input on the draft Master Plan. The consultant team coordinated the meeting with a performance artist group and their network of members.

The objectives of the Focus Groups was to:

- Present the Phase 3 design concepts
- Encourage participants to submit their input by completing the project questionnaire

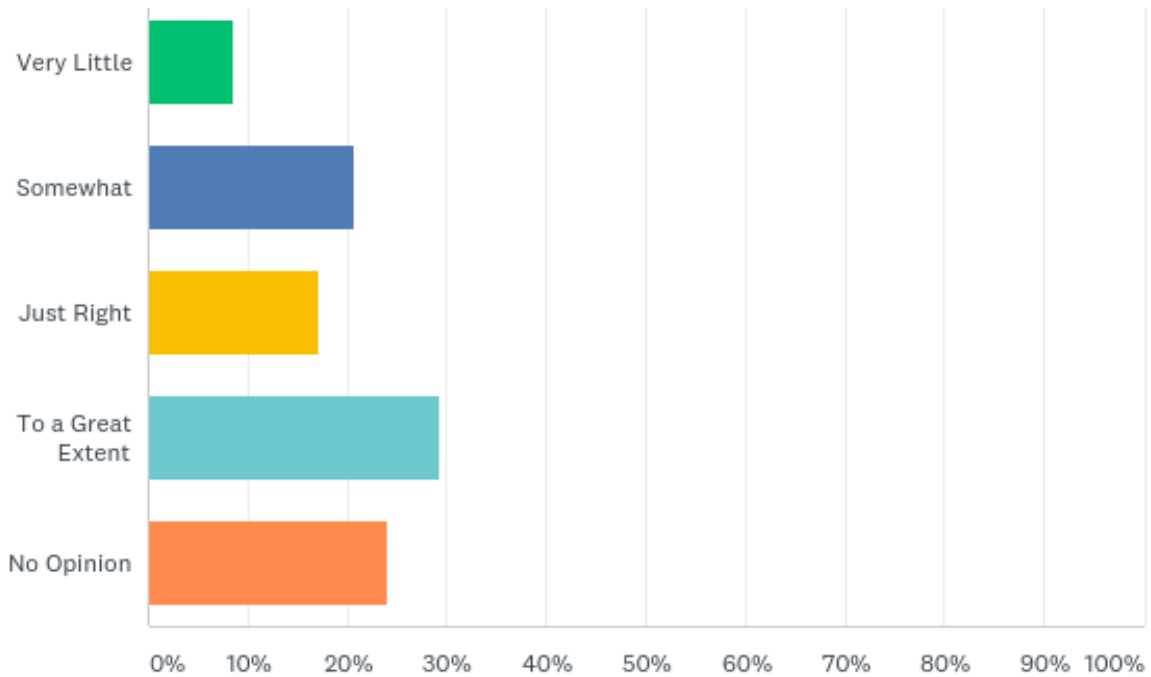
Date	Groups	Invitations*	Participants
January 29, 2017	<ul style="list-style-type: none"> <li>• Theater/Performance/Visual Arts Groups</li> <li>• Education, Cultural and Community Groups</li> </ul>	40	35+

\* No monetary incentives were provided.

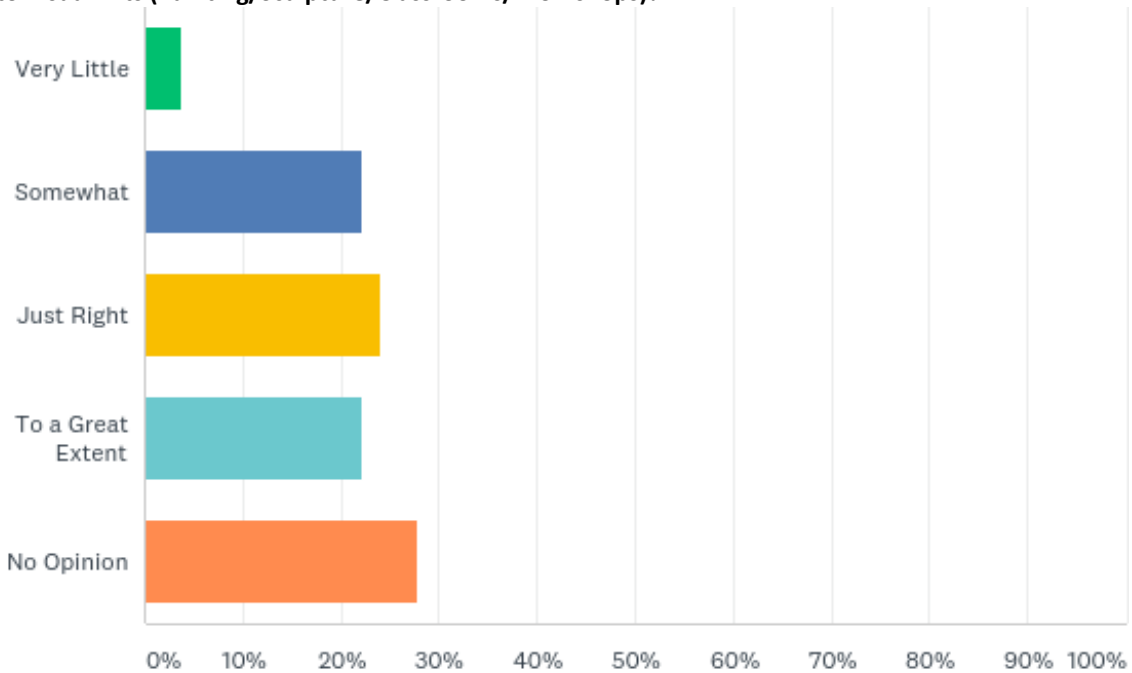
FOCUS GROUP DATE	GROUP/CATEGORY	NAME OR PARTICIPANT (Not all participants choose to sign in)
January 29	ProyectoTeatro	Hector Gonzalez
January 29	ProyectoTeatro	Monica Sanchez
January 29	ProyectoTeatro	Margaita Campos
January 29	ProyectoTeatro	Nazlie Saeedi
January 29	MACC Advisory Board	Hector Herrera
January 29	Teatro Vivo	Marisa Limon
January 29	Community Member	Leonel Garza
January 29	Teacher	Liliana Batista
January 29	Musician	Leonard Davila
January 29	Musician	Ruben Ramos
January 29	ProyectoTeatro	Paulina Bermeo
January 29	ProyectoTeatro	Selina Ortiz-Ott
January 29	ProyectoTeatro	Rosalva Chavez
January 29	ProyectoTeatro	Julia De Los Santos
January 29	ProyectoTeatro	Maria Isabel Alvarez
January 29	ProyectoTeatro	Marissa Valdez
January 29	ProyectoTeatro	Marcos Ordaz
January 29	Technician	Cesar Rodriguez
January 29	ProyectoTeatro	Maria Luisa Gutierrez

A summary of the third public meeting and focus group questionnaires responses follows:

**Q1: How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to Performing Arts (Dance/Theater/Music, Storage, Dressing Rooms)?**

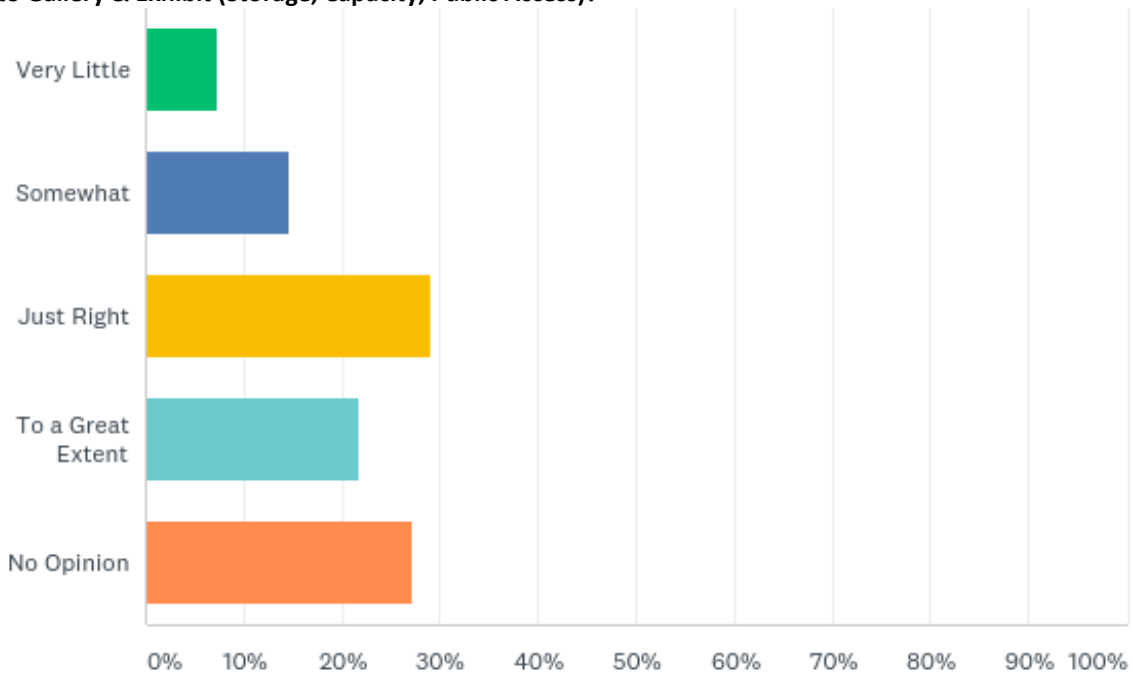


**Q2: How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to Visual Arts (Painting/Sculpture/Classrooms/Workshops)?**

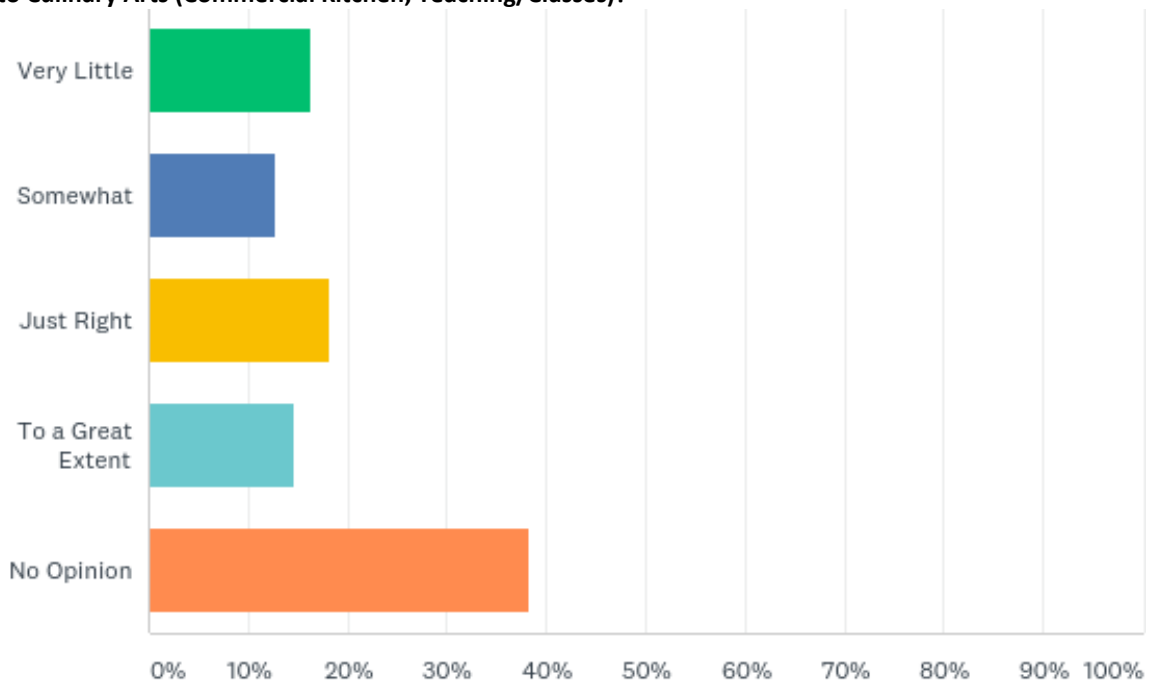




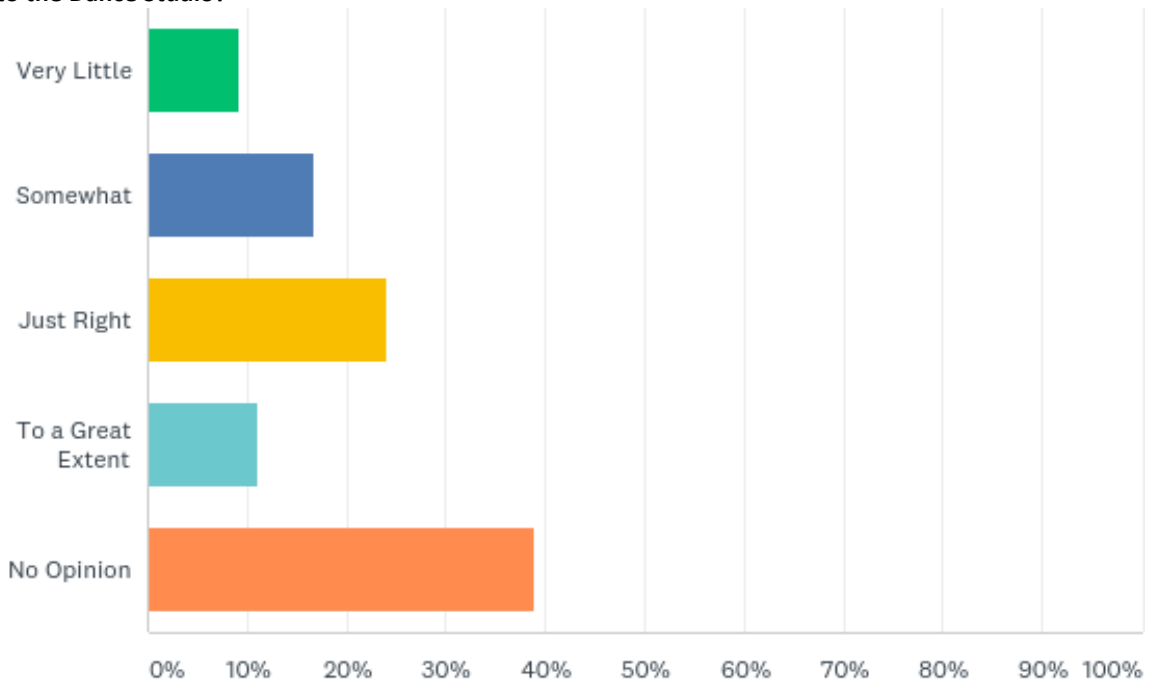
**Q3: How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to Gallery & Exhibit (Storage, Capacity, Public Access)?**



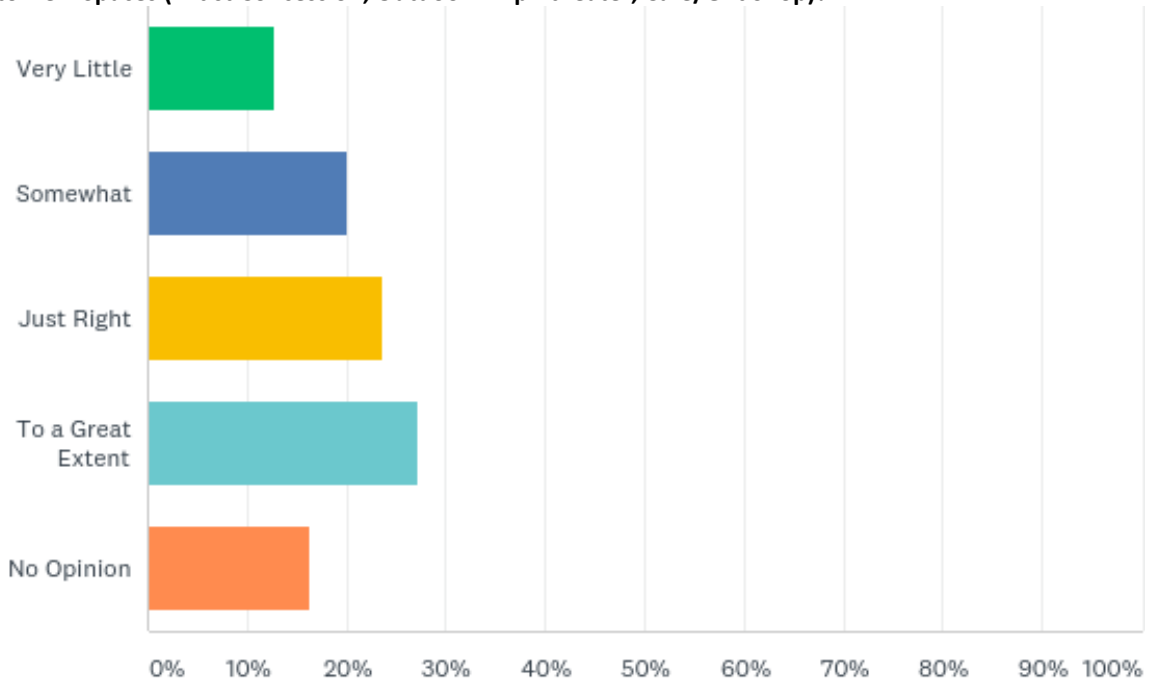
**Q4: How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to Culinary Arts (Commercial Kitchen, Teaching/Classes)?**



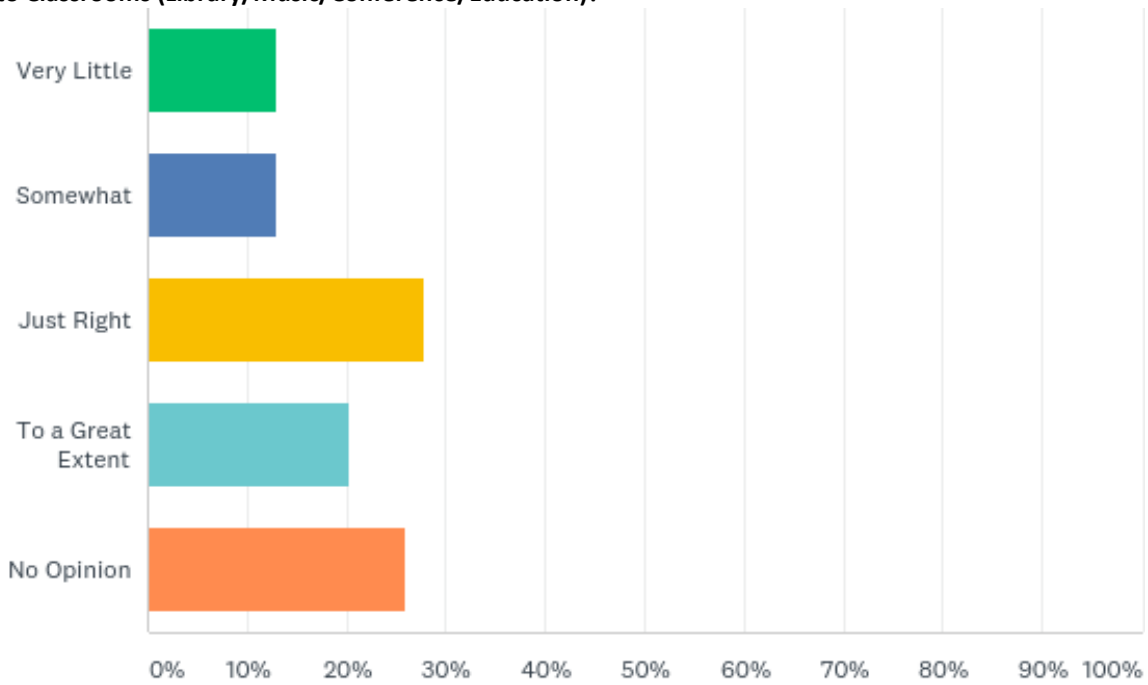
**Q5: How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to the Dance Studio?**



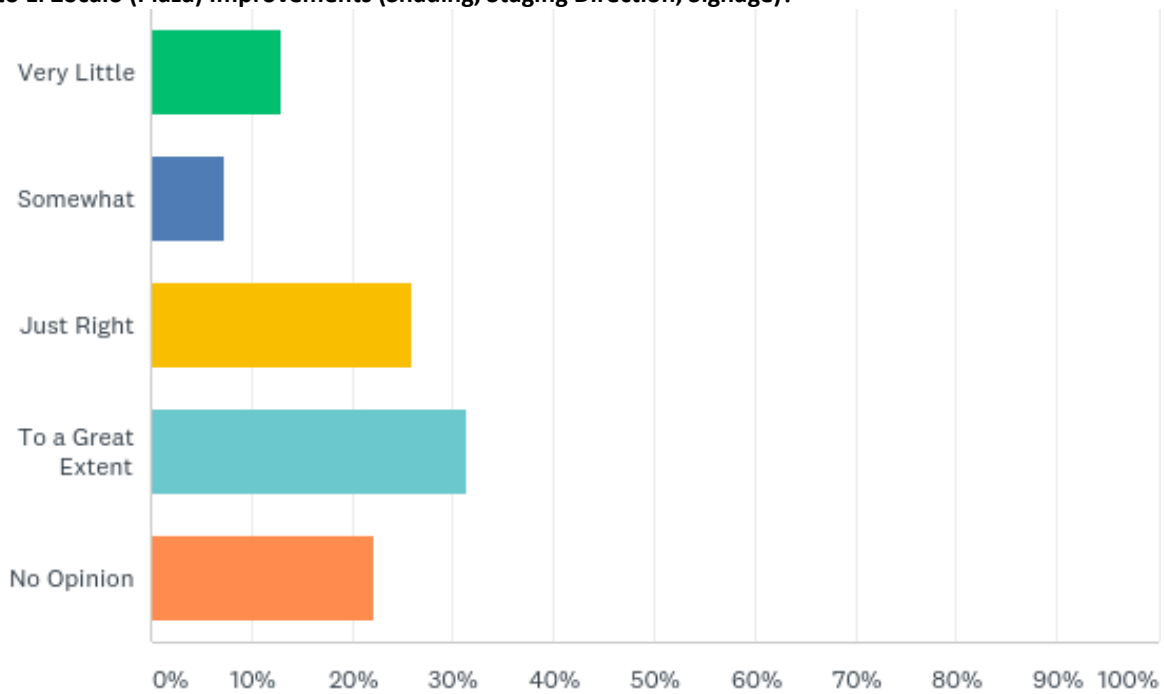
**Q6: How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to New Spaces (Artist Concession, Outdoor Amphitheater, Café/Gift Shop)?**



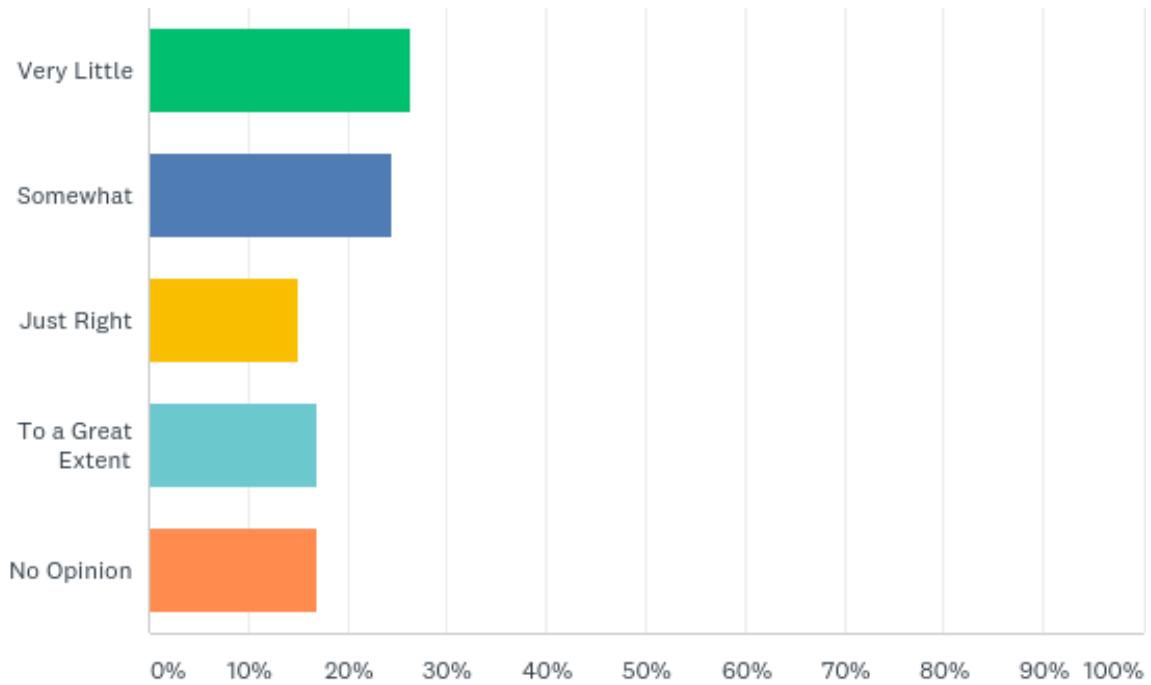
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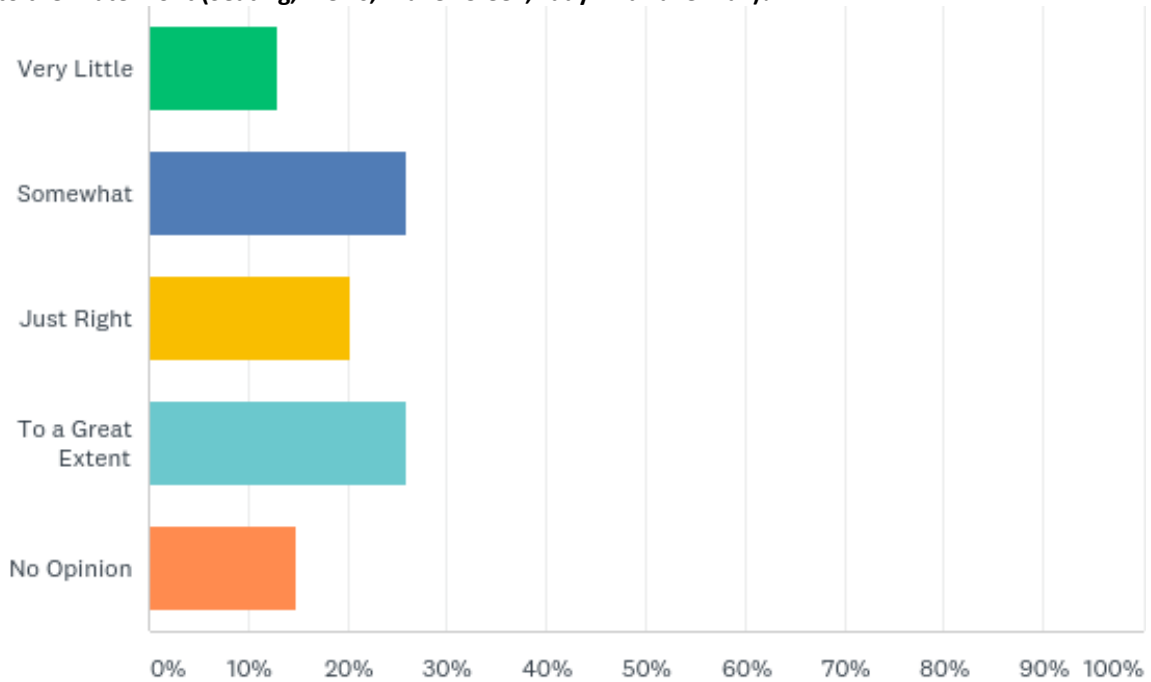
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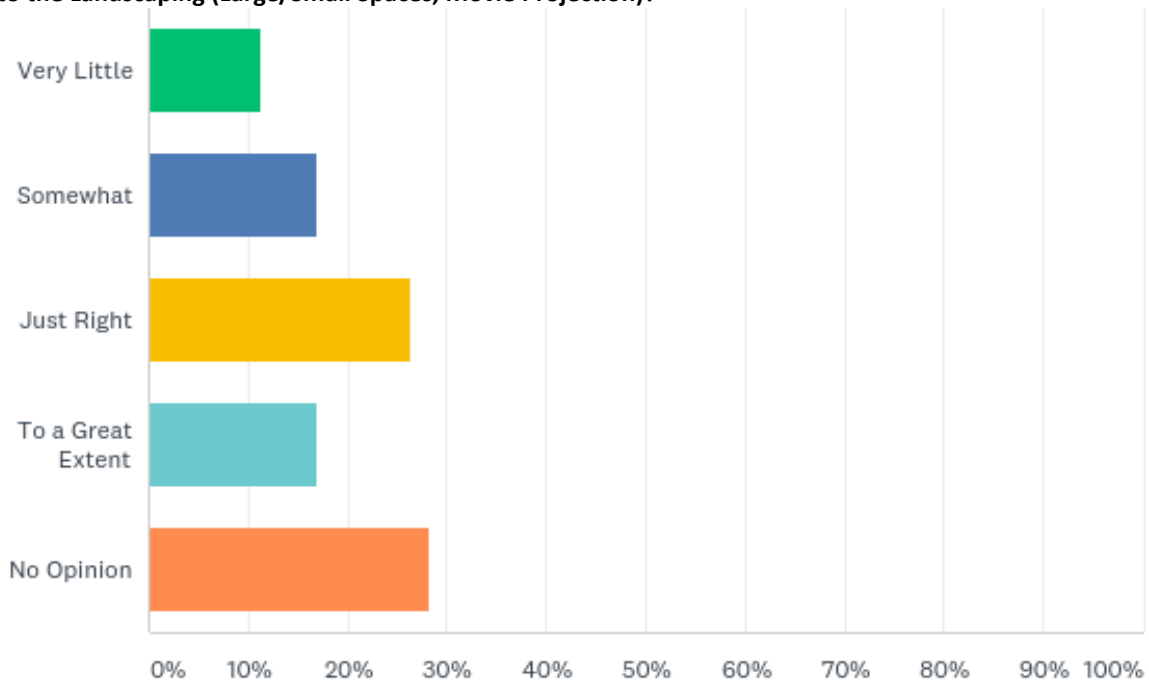
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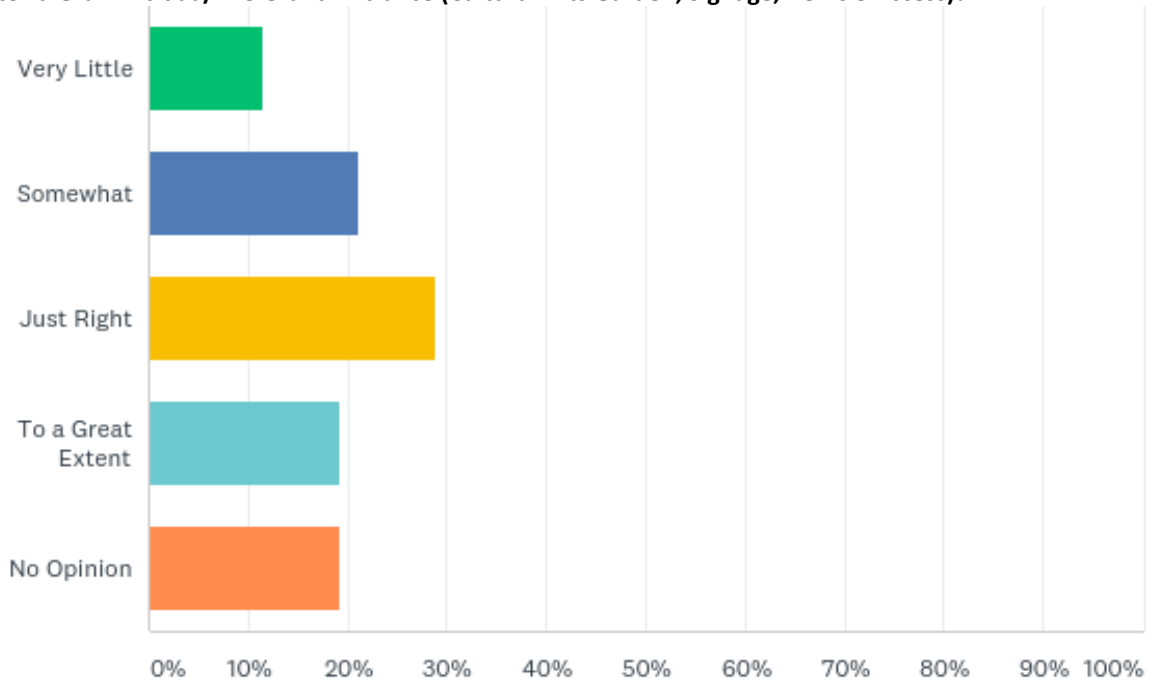
**Q10: How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to the Waterfront (Seating, Views, Waller Creek, Lady Bird Lake Trail)?**



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**Q12: How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to La Gran Entrada/The Grand Entrance (Cultural Arts Garden, Signage, Vehicle Access)?**



**Roles and Responsibilities**

City Staff	Public Involvement Consultant Team
<ul style="list-style-type: none"> <li>• Contribute to Stakeholder Identification</li> <li>• Coordination of dates and locations for public meetings, Small Group Meetings (Focus Groups)</li> <li>• Maintenance and management of project Web site</li> <li>• Interest list (mailing list) development and maintenance</li> <li>• Maintenance and management of social media postings on City accounts</li> <li>• Timely review of Public Information Plan communication related documents and materials</li> <li>• Distribution of Public Open House press releases to news media</li> <li>• Distribution of meeting notices and letters to public officials and media</li> <li>• Printing of communication materials</li> <li>• Staffing for meetings</li> </ul>	<ul style="list-style-type: none"> <li>• Public Involvement Plan</li> <li>• Survey tool development and programming</li> <li>• Assistance coordinating four (4) Small Group Meetings (Focus Groups) and Summary Findings</li> <li>• Stakeholder identification and database development (informed by City’s databases/maintenance)</li> <li>• Support city staff with Interest list (mailing list) development and maintenance Management and maintenance of e-newsletter distribution</li> <li>• Spanish-language translation</li> <li>• Distribution of meeting notices to general public to promote public meetings</li> <li>• Online and print survey tool implementation</li> <li>• Supporting the consulting team with logistics for public meetings</li> <li>• Drafting of meeting notices and media releases</li> <li>• Drafting and preparation of public meeting collateral: flyer and/or postcard, questionnaires, sign-in-sheets, comment forms</li> <li>• Documenting participation and input received at public meetings</li> <li>• Drafting of project updates for print and online posting</li> </ul>

**Project Team Contact**

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 jbeaman@casabella-architects.com

Appendix (to be compiled in full in the ESB-MACC Master Plan Report)

- A. Public Involvement Plan
- B. June 17, 2017 Public Meeting Flyers, Handouts
- C. June 17, 2017 Meeting Presentation
- D. June 17, 2017 Public Meeting Station Comments
- E. June 17, 2017 Public Meeting Sign-in Sheets
- F. Phase 1 Survey Instrument
- G. Phase 1 Survey Report
- H. October 7, 2017 Public Meeting Flyers, Handouts
- I. October 7, 2017 Meeting Presentation
- J. October 7, 2017 Public Meeting Sign-in Sheets
- K. Phase 2 Questionnaire
- L. Phase 2 Questionnaire Report
- M. January 20, 2018 Public Meeting Flyers, Handouts
- N. January 20, 2018 Public Meeting Sign-in Sheets
- O. January 20, 2018 Presentation
- P. Phase 3 Questionnaire
- Q. Phase 3 Questionnaire Report
- R. Social Media Post Examples
- S. News Media Articles
- T. E-blast Examples
- U. Photos

**TAB 10A- PUBLIC INVOLVEMENT PLAN**

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## **Introduction**

This Public Involvement Plan (PIP) is designed to guide the stakeholder and public involvement processes for the development of a Master Plan Update for the Emma S. Barrientos Mexican American Cultural Arts Center (ESB-MACC). The PIP is intended to perform as the blueprint for public involvement and is designed to allow flexibility in its implementation as the project evolves. It outlines:

- 1) How the City of Austin Parks and Recreation Department and its Consultant Team will engage the community during the various stages of the project,
  - Review of Existing Information
  - Programming
  - 1<sup>st</sup> Presentation Design Options
  - 2<sup>nd</sup> Presentation Refined Design Options
  - 3<sup>rd</sup> Presentation Master Plan Design
- 2) The proposed tools, resources, and timeline to be used in informing the public and obtaining stakeholder comments and input during the process of the update.

## **Project Background**

The original Mexican American Cultural Center (MACC) Master Plan was developed in 2000 and outlined three phases of work. The design team comprised CasaBella Architects and its joint venture partner, Del Campo & Maru, in association with Mexican architect Teodora Gonzalez de Leon. The team provided master planning services for the three phases of development of the MACC with detailed construction drawings for the first phase. The site was renamed the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) in 2011 in honor of one of the community activists who fought for the MACC and the now deceased wife of former Texas Senator Gonzalo Barrientos.

Since developing the 2000 MACC Master Plan, there have been several developments that necessitate an update of the master plan prior to moving forward with subsequent design phases. Following is a summary of the major developments and considerations that will be taken into account:

1. When the ESB-MACC Master Plan was developed in 2000, the surrounding Rainey Street Neighborhood was residential in character. In 2004, the area was rezoned from Single Family Zoning to Central Business District Zoning, which has and will continue to change the context of the surrounding area. The ESB-MACC property is now surrounded by high-rise condominiums, high rise hotels in development, and most of the single-family homes have been turned into bars or restaurant/bars.
2. The ESB-MACC property is now dedicated parkland. Further, two properties owned by the City of Austin that sit just east of the ESB-MACC, 58 Rainey and 64 Rainey, are now part of the ESB-MACC property and will become dedicated parkland once the use of 64 Rainey as a staging area for 68-74 Rainey as a high-rise condo project is complete. Both properties may have limited build ability due to utility infrastructure, but this will need to be confirmed by the design team.
3. The alley between 64 Rainey and the ESB-MACC property is vacated up to the northern 30' of the property, which will be used to reroute the alley east onto Rainey Street and out of the ESB-MACC entry roundabout.
4. Programming at the ESB-MACC has evolved since the completion of Phase 1 of the ESB-MACC. As a result, the existing building has opportunities for adapting to better meet the current program and needs of the community.

### **Goals and Objectives**

The ESB-MACC is a landmark complex for the City of Austin that is dedicated to the preservation, creation, presentation, and promotion of Mexican American cultural arts and heritage. Since the completion of the first phase of construction in 2007, the ESB-MACC has become a tremendous resource for our community, visitors, and civic arts organizations among many others. Ensuring that each of these constituencies are involved and contribute to the Master Plan Update is fundamental to achieving the project's desired outcomes. With this in mind, the Public Involvement Plan proposes to guide the implementation process with these principal goals:

1. Create awareness and educate the community of the ESB-MACC Master Plan Update, the public input needed, and the design process.
2. Present information in a manner that overcomes language barriers and is culturally sensitive.
3. Provide a variety of means for public participation that are accessible in terms of location and time so that certain individuals or groups are not precluded from participating in the process.
4. Gain substantive insights from the public input process that establishes a common vision for the ESB-MACC, and informs the design team's approach to the update.

### **Success Measures/Goals**

- Involvement of a diverse set of stakeholders and community members, including traditionally underserved populations, representing diversity of ages and household income levels.
- Majority of stakeholders and participants involved are satisfied with engagement activities and believe their feedback was meaningfully considered and incorporated into the final Master Plan design.
- Minimum 200 survey completions.
- Generation of two media stories/press coverage.

### **Public Participation Principles**

The ESB-MACC Master Plan Update, as with all the Parks and Recreation Department's community engagement processes and planning efforts, will be implemented in accordance with the City of Austin's Public Participation Principles:

- **Accountability and Transparency**  
The City will enable the public to participate in decision-making processes by providing clear information on the issues, the ways to participate, and how their participation contributes to the decision.
- **Fairness & Respect**  
The City will maintain a safe environment that cultivates and supports respectful public engagement and will expect participants to do so in turn.
- **Accessibility**  
The City will respect and encourage participation by providing ample public notice of opportunities and resources and accommodations that enable all to participate.
- **Predictability & Consistency**  
The City will prepare the public to participate by providing meeting agendas, discussion guidelines, notes, and information on next steps.

- **Creativity & Community Collaboration** (Inclusivity and Diversity)  
The City will use innovative, proven, and customized engagement solutions that are appropriate to the needs of the projects and the participants.
- **Stewards of Resources**  
The City will balance its commitment to provide ample opportunities for public involvement with its commitment to delivering government services efficiently and using City resources wisely.

### **Stakeholder Mapping and Identification**

Identifying audiences who interact directly with the ESB-MACC is essential to the project and should be complemented by decision makers or individuals and organizations that represent wider fields of interests or concerns. The consultant team will begin developing a list of organizations, and individuals during the programming phase that are believed to share an interest in the Master Plan Update and will be reached with communication materials. Outreach to this list of stakeholders will be primarily through email contact, which will include save the date, public meeting notices and reminders, a survey, and other project updates. Where appropriate, efforts will be made to contact stakeholders by phone. Below is the proposed list of relevant stakeholder categories to be incorporated as a part of the PIP implementation.

- City Staff/Boards and Commissions/Advisory Committees, including the Hispanic/Latino Quality of Life Advisory Commission
- Elected Officials
- MACC Advisory Board, MACC/PARD Boards (current and past)
- Artists and Arts Groups
- Adjacent Neighbors, Commercial and Residential
- Civic Organizations such as the Waller Creek Conservancy, Trail Foundation, Downtown Alliance
- ESB-MACC Staff/PARD Facilities Management/Grounds Maintenance
- Event and Entertainment Management Groups
- Non-users of the ESB-MACC
- News Media

### **Stakeholder Engagement**

Public engagement is the foundation of a successful planning initiative. Working with the various representatives of the community including the public, private and civic stakeholders throughout the process will help guide the Master Plan Update to better meet the current and future program needs of the community. The elements listed below represent the overall strategies, tools and tactics for engaging the public and stakeholders. They are designed so that they result in equitable, innovative, and convenient participation across participant segments in the community.

### **Outreach Tools**

- *Surveys/Questionnaires* – Online and print surveys and questionnaires in English and Spanish will be used as a primary tool to gather feedback from stakeholders and interested residents. A carefully structured survey instrument would contain both closed and open-ended questions to help identify information related to specific community concerns and provide key input to aid the design team and City Staff in its process.
- *News Media* – A comprehensive public outreach effort recognizes news media as an important stakeholder audience. Local news stories are essential to informing and educating potentially affected audiences of a project or study. Drafting and distributing media briefings and press releases

will provide news media with the project's background, process, goals and objectives, and the challenges the update is seeking to solve. Efforts to inform the media will happen during each of the Public Meetings at project milestones.

- *Flyers/Posters* – Utilized in print and electronic form, flyers are a tool to inform community members of the Public Meetings, and other events as scheduled. The flyers/posters would be disseminated electronically to stakeholder email databases or group list serves, and would be available on the website. The materials, in both English and Spanish, serve as an important tool for outreach to schools.
- *E-Newsletter-blasts* – Email communications are both efficient and broad reaching. The list of stakeholders developed by the consultant team would be informed regularly of public meetings and project updates. Stakeholders would receive two (2) e-newsletters ahead of a public meeting to promote attendance, and one with a recap of the meeting. The consultant team would launch a corresponding electronic invitation for each Small Group Meeting and encourage new people interested in the project to register for future messages.
- *Social Media* – Understanding that stakeholders prefer to receive information through a variety of mediums, the consultant team will work with City Staff to post project updates and other content to the city's social media accounts including Facebook and NextDoor, to expand its reach and grow the base of public involvement participants. Social media efforts would include creating a project specific hashtag for use on Twitter. These digital efforts will promote all opportunities for public involvement on the project.
- *Website* - A project website will provide Stakeholders with a one-stop-shop for information on all of the project components, a schedule of the Master Update Plan activities and updates, as well as materials including press releases, draft documents, frequently asked questions, public notices, and links to related websites. The website will include presentations, surveys and other exercises from the various meetings for those individuals who are unable to attend in person. A feedback form will also be provided for residents to submit questions or comments and requests for additional information.
- *Ambassadors* – Individuals who are vested stakeholders in the organization and serve as board members or advisors in another capacity represent a unique opportunity for advancing public awareness of a project and encouraging the public's engagement. Their involvement as vocal advocates for the initiative expands the project's capacity to reach the community at large.

## Strategies and Tactics

### 1. Strategy 1 – Survey Implementation

*Project Survey* – Comments will be collected from the public and stakeholders using a printed or online survey instrument that structures their input based on six key components - Buildings & Programming, El Zocalo, (The Plaza), Circulation, Waterfront, Landscaping, and La Gran Entrada (The Grand Entrance). The survey, available in English and Spanish, will provide participants with closed-ended questions on issues, constraints or opportunities they can respond to, in addition to a space for open-ended comments they'd like to elaborate on. The instrument will encourage participants to submit required information, such as their name and address along with optional questions on their demographics.

## 2. Strategy 2 – Small Group Discussions (Focus Groups)

A set of four (4) small group discussions are designed to inform and gain input from a range of individuals and groups interested in the ESB-MACC Master Plan Update. The objectives of the Focus Groups are to:

- Present the project, its goals and timeline
- Understand and document the stakeholder’s interests, needs, and concerns relative to the project

Small group discussion participants will be selected based on their current or past relationship with the ESB-MACC, their area of focus, affiliation to groups or community interests. Participants will be invited to one of four meetings based on the representation or alignment to the following categories:

- 1) ESB-MACC Advisory Board, MACC/PARD Boards
- 2) Former MACC Board Members, East Austin or Former Rainey Street Residents
- 3) Arts or Cultural Community at Large
- 4) Waller Creek Conservancy, Waller Creek Local Government Corporation, Trail Foundation

The proposed list of participants by meeting and category is as follows:

Week of May 12, 2017

<b>Small Group 1 – ESB-MACC Advisory Board, ESB-MACC/PARD Boards</b>	
<b>Representative Group</b>	<b>Participant</b>
1. ESB-MACC Advisory Board	1. Ricardo Hernandez
2. ESB-MACC Advisory Board	2. Blanca Valencia
3. ESB-MACC Advisory Board	3. Julia Aguilar
4. ESB-MACC Advisory Board	4. Aida Cerda-Prazak
5. ESB-MACC Advisory Board	5. Hector Herrera
6. ESB-MACC Advisory Board	6. Anna Maciel
7. ESB-MACC Advisory Board	7. Juan Oyervides
8. ESB-MACC Advisory Board	8. Hipolito Sarabia
9. ESB-MACC Advisory Board	9. Juanita Tijerina
10. ESB-MACC Advisory Board	10. Kathy Vale Castillo
11. PARD Board	11. Jane Rivera

Week of June 5, 2017

<b>Small Group 2 – Former MACC Board Member, East Austin or Former Rainey Street Residents</b>	
<b>Representative Group</b>	<b>Participant</b>
1.	1. In progress

Week of June 19, 2017

<b>Small Group 3 – Arts or Cultural Community at Large</b>	
<b>Representative Group</b>	<b>Participant</b>
1.	1. In progress

Week of July 3, 2017

<b>Small Group 4 – Waller Creek Conservancy, Waller Creek Local Government Corp., Trail Foundation</b>	
<b>Representative Group</b>	<b>Participant</b>
1.	1. In progress

A meeting plan for each Small Group session will be prepared in advance and allow time for a focused discussion on key interests. The meeting and discussion will be led by the lead consultant with support from the public involvement team. The project survey will serve as the principal tool for public input during the meetings. Each meeting is expected to last 1.5 hours and include between 16-20 participants. The proposed agenda will allow participants to learn about the project and engage discussion on key areas of interest:

- Welcome, introductions and high-level project overview - 15 Minutes
- Facilitated discussion of key plan elements, issues and desired changes – 60 minutes
- Identification of any key topics not addressed - 13 minutes
- Conclusion – 2 minutes

### **3. Strategy 3 – Public Meetings**

*Public Meeting #1* – The public launch of ESB-MACC Master Plan Update will raise awareness of the project’s mission and timeline and promote an opportunity for public involvement. The festive public event will invite families and interested stakeholders to an engaging experience to help shape the Master Plan Update. The objective of this Public Meeting is to provide stakeholders with a project overview, its goals and objectives, and the selection of structure and programming elements that are being reviewed for the Master Plan Update. The feedback gained from this event will enable the design team to move forward with an understanding of the current constraints and desired changes as expressed by the stakeholders and public, and assist the lead consultant in preparing a draft programming document outlining the needs and desires of the community.

This Public Meeting will be held at the ESB-MACC and is tentatively scheduled on June 17, 2017. The half-day event is proposed to begin at 9am and conclude at 1p. A project presentation by the lead consultant will begin at 11am. Participants will then be encouraged to visit experiential stations around the complex to weigh in on the specific elements of the Master Plan Update; Buildings & Programming; the Plaza, Circulation, Waterfront, Landscaping, and La Gran Entrada (The Grand Entrance). Each of the stations will be staffed by a member of the design team to explain the elements and lead participants through the comment exercises. The project survey will be implemented during as a principal form of documenting public input.

The event will include shortened artistic performances, interactive activities for kids, music, and a station for food and beverages.

*Public Meeting #2* - A second public meeting tentatively scheduled for August 26, 2017 will provide interested stakeholders with design options for further review and comments. The 2-hour event will include a gallery viewing of the proposed design options and a formal presentation by the project lead. A short questionnaire will solicit comments from the participants to guide the next round of design revisions.

*Public Meeting #3* - A final public meeting tentatively scheduled for late 2017 will provide interested stakeholders with the final design options to further refine the last and final master plan design. The 2-hour event will include a gallery viewing of the proposed design options and a formal presentation by the project lead. A short questionnaire will solicit comments from the participants to guide the next round of design revisions.

Original collateral materials, including flyers, will be created to notify stakeholders and the general public about the meetings. The consultant team will develop gallery exhibits, presentations, sign-in sheets, and additional comment forms to gather feedback from each meeting. Public input will be complied, documented, and made available to the public on the project website.

**Anticipated Timeline**

Month	Tasks
April 2017	<ul style="list-style-type: none"> <li>● <b>Collection and Review of Existing Information</b> <ul style="list-style-type: none"> <li>○ Site survey review</li> <li>○ Project team kickoff meeting</li> </ul> </li> <li>● <b>Public Engagement</b> <ul style="list-style-type: none"> <li>○ PIP drafted and finalized</li> <li>○ Stakeholder database development</li> <li>○ Project flyer draft</li> <li>○ Survey instrument drafted and finalized</li> </ul> </li> </ul>
May 2017	<ul style="list-style-type: none"> <li>● <b>Small Group Discussions (Focus Groups)</b> <ul style="list-style-type: none"> <li>○ Planning and logistics</li> <li>○ Invitations to participants</li> <li>○ Implementation of Group 1 meeting</li> </ul> </li> <li>● <b>Public Engagement</b> <ul style="list-style-type: none"> <li>○ Survey Implementation (May 12-July 1)</li> <li>○ Public outreach materials finalized</li> <li>○ June 17 Public Meeting #1 plans finalized</li> <li>○ Public outreach efforts for Public Meeting 1</li> </ul> </li> </ul>
June 2017	<ul style="list-style-type: none"> <li>● <b>Small Group Discussions (Focus Groups)</b> <ul style="list-style-type: none"> <li>○ Implementation of Groups 2, 3, and 4 meetings</li> </ul> </li> <li>● <b>Public Engagement</b> <ul style="list-style-type: none"> <li>○ Implementation of June 17 Public Meeting #1</li> <li>○ Preliminary findings from survey</li> <li>○ August Public Meeting #2 plans</li> </ul> </li> </ul>
July-August 2017	<ul style="list-style-type: none"> <li>● <b>Public Engagement</b> <ul style="list-style-type: none"> <li>○ Planning and Implementation of August Public Meeting #2</li> </ul> </li> </ul>
December 2017	<ul style="list-style-type: none"> <li>● <b>Public Engagement</b> <ul style="list-style-type: none"> <li>○ Planning and Implementation of December Public Meeting #3</li> </ul> </li> </ul>

**Ongoing** – E-blast communications, social media, website updates



**Roles and Responsibilities**

City Staff	Public Involvement Consultant Team
<ul style="list-style-type: none"> <li>● Contribute to Stakeholder Identification</li> <li>● Coordination of dates and locations for public meetings, Small Group Meetings (Focus Groups)</li> <li>● Maintenance and management of project Web site</li> <li>● Maintenance and management of social media postings on City accounts</li> <li>● Timely review of Public Information Plan communication related documents and materials</li> <li>● Distribution of Public Open House press releases to news media</li> <li>● Distribution of meeting notices and letters to public officials and media</li> <li>● Printing of communication materials</li> <li>● Staffing for meetings</li> </ul>	<ul style="list-style-type: none"> <li>● Public Involvement Plan</li> <li>● Survey tool development and programming</li> <li>● Assistance coordinating four (4) Small Group Meetings (Focus Groups) and Summary Findings</li> <li>● Stakeholder identification and database development (informed by City’s databases/maintenance)</li> <li>● Interest list (mailing list) development and maintenance</li> <li>● Management and maintenance of e-newsletter distribution</li> <li>● Spanish-language translation as needed; flyers, posters, survey, social media postings</li> <li>● Distribution of meeting notices to general public to promote public meetings</li> <li>● Online and print survey tool implementation</li> <li>● Supporting the consulting team with logistics for public meetings</li> <li>● Drafting of meeting notices and media releases</li> <li>● Drafting and preparation of public meeting collateral: flyer and/or postcard, questionnaires, sign-in-sheets, comment forms</li> <li>● Documenting participation and input received at public meetings</li> <li>● Drafting of project updates for print and online posting</li> </ul>

**Project Team Contacts:**

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Public Engagement Team Lead  
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spuente@cultural-strategies.com

**TAB 11- PUBLIC MEETING 1 (JUNE 17, 2017)-FLYERS, HANDOUTS**

---





Dancers  
 Join the Community to help design a New Master Plan  
 Students For the ESB-MACC, #MASMAACC!  
 Civic Leaders  
 Neighbors  
 Art Lovers  
 Film Enthusiasts  
 Actors  
 Musicians  
 Poets  
 and others

**June 17, 2017**  
 Open house 10am-1pm  
 Presentation at 10:45am  
 600 River St., Austin, TX 78701  
[www.austintexas.gov/masmacc](http://www.austintexas.gov/masmacc)



**Take the survey**  
[www.surveymonkey.com/s/esb-macc](http://www.surveymonkey.com/s/esb-macc)



Contact:  
 Kim McKnight  
 Austin Parks and Recreation Department  
 (512) 974-9476  
 MASMAACC@austintexas.gov

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Los Bailarines  
 Únete a La Comunidad para ayudar a diseñar un Nuevo Plan Maestro  
 Los Estudiantes para el ESB-MACC, #MASMAACC.  
 Los Líderes Cívicos  
 Tus Vecinos  
 Los Amantes del Arte  
 Los Entusiastas del Cine  
 Los Actores  
 Los Músicos  
 Los Poetas  
 y otros

**17 de junio**  
 Reunión Abierta at 10am-1pm  
 Público Presentación a las 10:45am  
 600 River St., Austin, TX 78701  
[www.austintexas.gov/masmacc](http://www.austintexas.gov/masmacc)

GRATIS  
 Tacos de desayuno  
 y bebidas

EVENTO FAMILIAR

ESPAÑOL  
 Habrá servicio de  
 interpretación

La Ciudad de Austin se esfuerza en cumplir con la Ley para Estadounidenses con Discapacidades. Si necesitas asistencia especial para participar en nuestros programas o para utilizar nuestras instalaciones por favor llama al 512-974-7225.



**¡Completa la encuesta!**  
[www.es.surveymonkey.com/s/esb-macc-esp](http://www.es.surveymonkey.com/s/esb-macc-esp)



Contacto:  
 Kim McKnight  
 Austin Parks and Recreation Department  
 (512) 974-9476  
 MASMAACC@austintexas.gov



**Today's agenda:**

**June 17**  
**PUBLIC OPEN HOUSE**  
 10:00am - 1:00pm

- 10:20 - GUIDED TOUR OF CENTER | *Meet at Registration Table*
- 10:45 - MASTER PLAN PROCESS PRESENTATION | *Auditorium*
- 11:20 - VISIT WITH CASABELLA ARCHITECTS TEAM | *Stations*
- 12:30 - GUIDED TOUR OF CENTER | *Meet at Registration Table*

**Welcome**

In Sept. 2007, early visionaries, community leaders, and artists gathered for a ribbon cutting ceremony that not only celebrated a dream come true for the Mexican American community, but gifted Austin with a valued treasure that has enriched our city.

It's been nearly 10 years since the ESB-MACC opened its doors to the community. The original Master Plan for the MACC was created in 2000 with the intention to design and build three phases of development. Many things have changed since then, including the expansion of cultural programming, its designation as parkland by the City of Austin, and the changes in neighboring developments which include high-rise condominiums, hotels and vibrant eateries/bars on Rainey Street.

All of these major factors have provided an opportunity for you to help us develop a new Master Plan to reflect the current and future programming needs of the community.

We need your vision for the future growth of the center. Collaborate with your community and share your views with the architectural team on how it should evolve to meet today and tomorrow's needs for our community.

**Share your thoughts at these stations:**

**STATION 1**  
*/ PUESTO 1*

**STATION 2**  
*/ PUESTO 2*

**STATION 3**  
*/ PUESTO 3*

**Waterfront**  
*/ Frente al Agua*

**Circulation (Access)**  
*/ Circulación (Acceso)*

**Performance & Gallery**  
*/ Presentaciones & Galería*

**Additional Spaces**  
*/ Espacios Adicionales*

**The Plaza**  
*/ El Zócalo*

**The Grand Entrance**  
*/ La Gran Entrada*

Share your thoughts  
[www.surveymonkey.com](http://www.surveymonkey.com)

**Project timeline:**



**La agenda para hoy:**

**17 de Junio**  
**REUNIÓN ABIERTA**  
**AL PÚBLICO**  
 10:00am - 1:00pm

- 10:20 - VISITA GUIADA | *Empieza en la Mesa de Registro*
- 10:45 - PRESENTACIÓN DEL PLAN MAESTRO | *Auditorio*
- 11:20 - VISITA CON LOS ARQUITECTOS DE CASABELLA | *Puestos*
- 12:30 - VISITA GUIADA | *Empieza en la Mesa de Registro*

**Bienvenido**

En septiembre de 2007, visionarios, líderes comunitarios y artistas se reunieron para una ceremonia de inauguración que no sólo celebraba un sueño hecho realidad para la comunidad mexicana americana, sino que entregó a Austin un valioso tesoro que ha enriquecido nuestra ciudad.

Han pasado casi 10 años desde que el ESB-MACC abrió sus puertas a la comunidad. El Plan Maestro original para el MACC fue creado en el 2000 con la intención de diseñar y construir tres fases de desarrollo. Muchas cosas han cambiado desde entonces, incluyendo la expansión de la programación cultural, su designación como parque por la Ciudad de Austin, y los cambios en desarrollos vecinos que incluyen altos condominios, hoteles y vibrantes restaurantes y bares en la calle Rainey.

Todos estos importantes factores han proporcionado una oportunidad para que nos ayudes a desarrollar un nuevo Plan Maestro que refleje las necesidades de programación actuales y futuras de nuestra comunidad.

Necesitamos tu visión para el crecimiento futuro del centro. Colabora con tu comunidad y el equipo de arquitectos, compartiendo tus ideas sobre cómo el ESB-MACC debe evolucionar y satisfacer las necesidades actuales y futuras de nuestra comunidad.

**Comparte tus opiniones en estos puestos:**

**STATION 1**  
*/ PUESTO 1*

**STATION 2**  
*/ PUESTO 2*

**STATION 3**  
*/ PUESTO 3*

**Waterfront**  
*/ Frente al Agua*

**Circulation (Access)**  
*/ Circulación (Acceso)*

**Performance & Gallery**  
*/ Presentaciones & Galería*

**Additional Spaces**  
*/ Espacios Adicionales*

**The Plaza**  
*/ El Zócalo*

**The Grand Entrance**  
*/ La Gran Entrada*

Comparte tus opiniones en línea  
[www.surveymonkey.com/v/esh-macc-esp](http://www.surveymonkey.com/v/esh-macc-esp)

**Calendario del proyecto:**





*Welcome*

June 17  
PUBLIC OPEN HOUSE  
10:00am - 1:00pm

- 10:20 - GUIDED TOUR OF CENTER | [Meet Here](#)
- 10:45 - MASTER PLAN PROCESS PRESENTATION | [Auditorium](#)
- 11:20 - VISIT WITH CASABELLA ARCHITECTS TEAM | [3 Stations](#)
- 12:30 - GUIDED TOUR OF CENTER | [Meet Here](#)

*Bienvenido*

17 de Junio  
REUNIÓN ABIERTA AL PÚBLICO  
10:00am - 1:00pm

- 10:20 - VISITA GUIADA | [Comienza Aquí](#)
- 10:45 - PRESENTACIÓN DEL PLAN MAESTRO | [Auditorio](#)
- 11:20 - VISITA CON LOS ARQUITECTOS DE CASABELLA | [3 Puestos](#)
- 12:30 - VISITA GUIADA | [Comienza Aquí](#)



*Take the survey*

*Completa la encuesta*



# STATION 1 / PUESTO 1

## Waterfront

/ Frente al Agua

*Waller Creek | Arroyo Waller*

*Lady Bird Lake Trail | Sendero Lady Bird*

## Circulation (Access)

/ Circulación (Acceso)

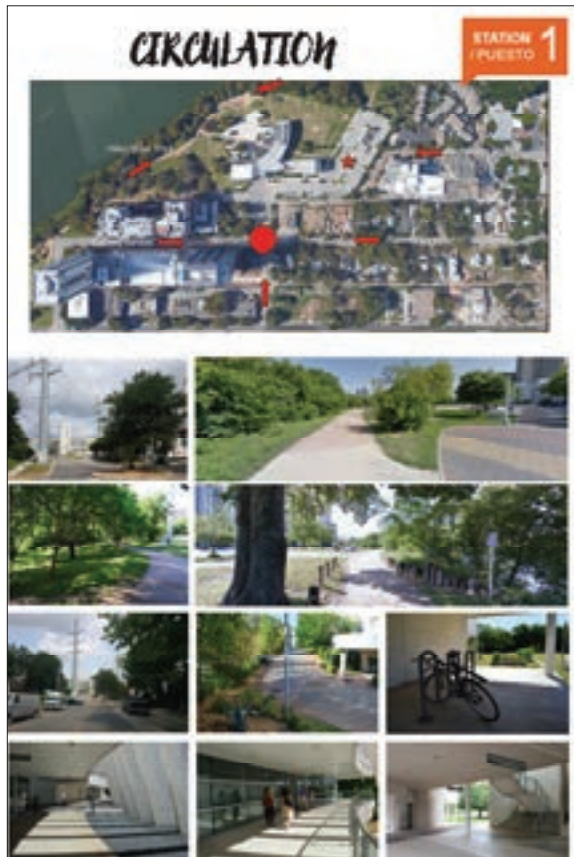
*Pedestrian | a Pie*

*Bicycle | en Bicicleta*

*Vehicle | en Vehículo*

*Parking | Estacionamiento*

*Boat | en Bote*



**STATION / PUESTO 2**

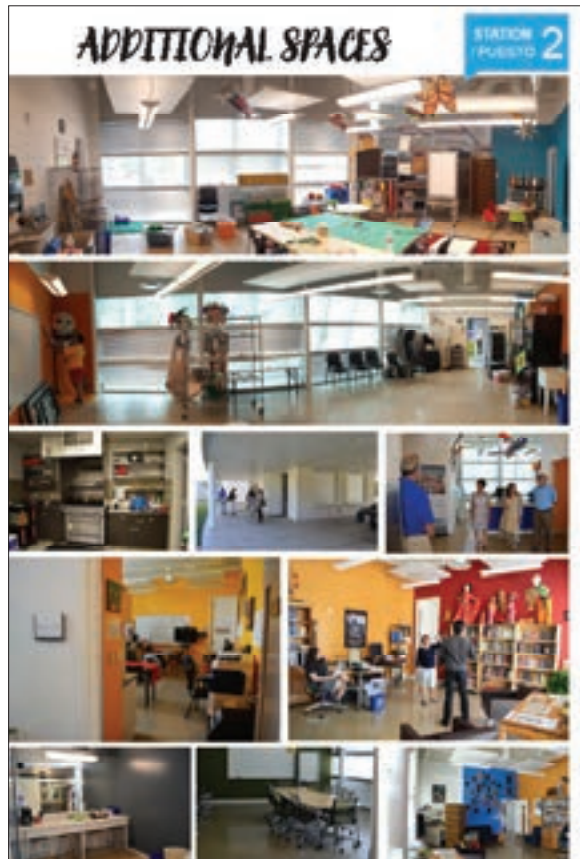
**Performance & Gallery**  
/ Presentaciones & Galería

*Theater | Teatro*  
*Dance | Baile*  
*Film | Cine*  
*Art Gallery | Galería de Arte*

**Additional Spaces**  
/ Espacios Adicionales

*Culinary | Cocina*  
*Café, Gift Shop, Concession | Café, Tienda, Concesiones*  
*Classroom & Conference, Education, Studios, Library | Salones de Clase y Conferencia, Educación, Estudios, Biblioteca*

**AMÁSMACC**  
EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
MASTER PLAN PROCESS





**STATION / PUESTO 3**

**The Plaza / El Zócalo**

**The Grand Entrance / La Gran Entrada**




**TAB 12- PUBLIC MEETING 1 (JUNE 17, 2017)-PRESENTATION**

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*Welcome*  
*Bienvenidos*



Emma S. Barrientos  
Mexican American  
Cultural Center

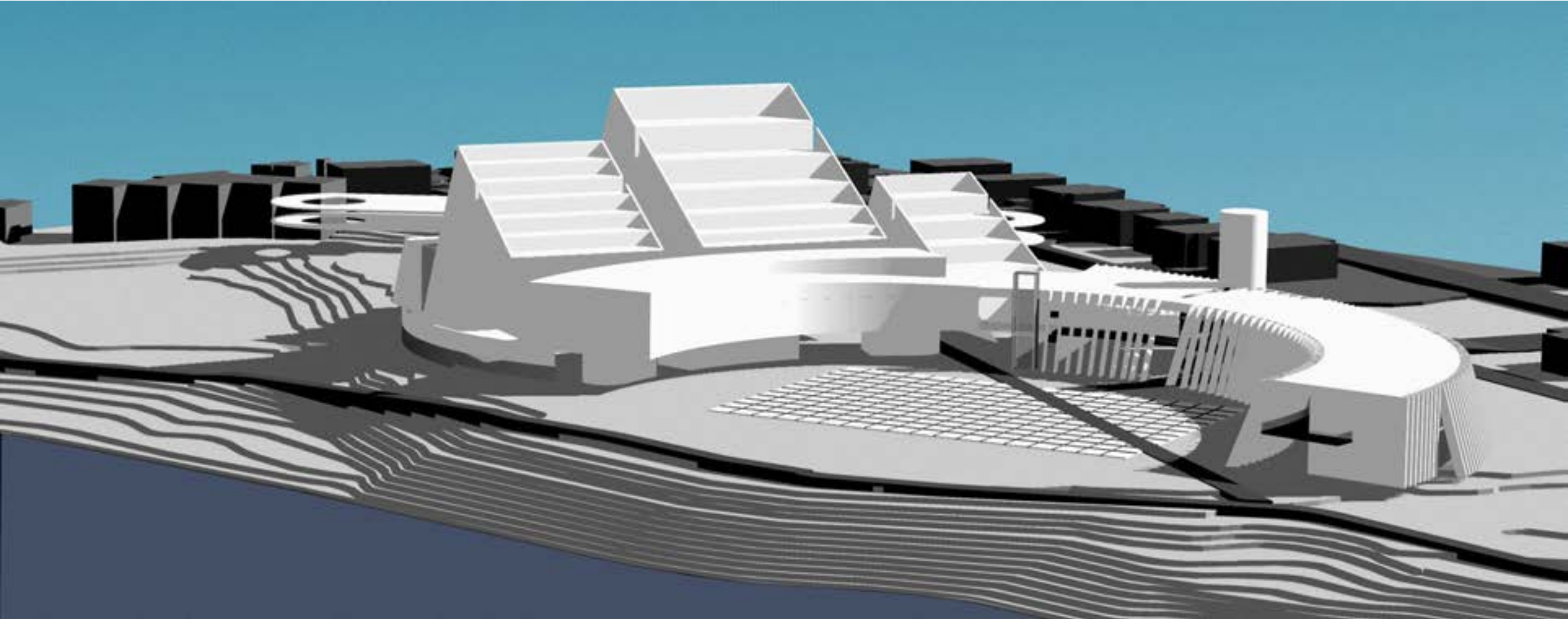


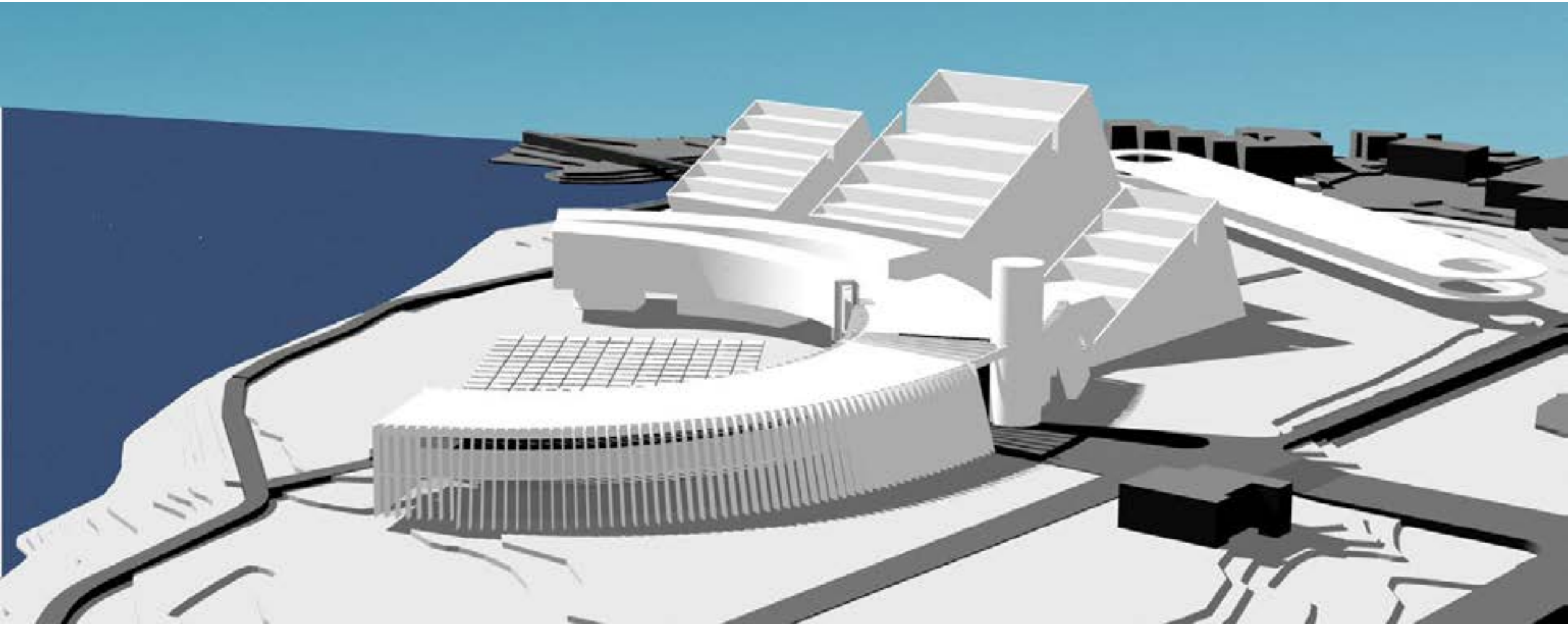
## *Mission Statement*

**The Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) is dedicated to the preservation, creation, presentation, and promotion of the cultural arts of Mexican Americans and other Latino cultures.**

**A** **MÁS** **MACC**   
AUSTIN PARKS & RECREATION EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
MASTER PLAN PROCESS







**A** **MÁS** **MACC**   
AUSTIN PARKS & RECREATION EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
MASTER PLAN PROCESS







## Project timeline:



Boards and Commissions...

*Take the survey*

*Completa la encuesta*



# STATIONS



Community Gallery

*Topics:*

**Waterfront**

/ Frente al Agua

**Circulation (Access)**

/ Circulacion (Acceso)



Sam Z. Coronado Gallery

*Topics:*

**Performance & Gallery**

/ Presentaciones & Galeria

**Additional Spaces**

/Espacios Adicionales



Dance Studio

*Topics:*

**The Plaza**

/ El Zocalo

**The Grand Entrance**

/ La Gran Entrada

# TOPICS



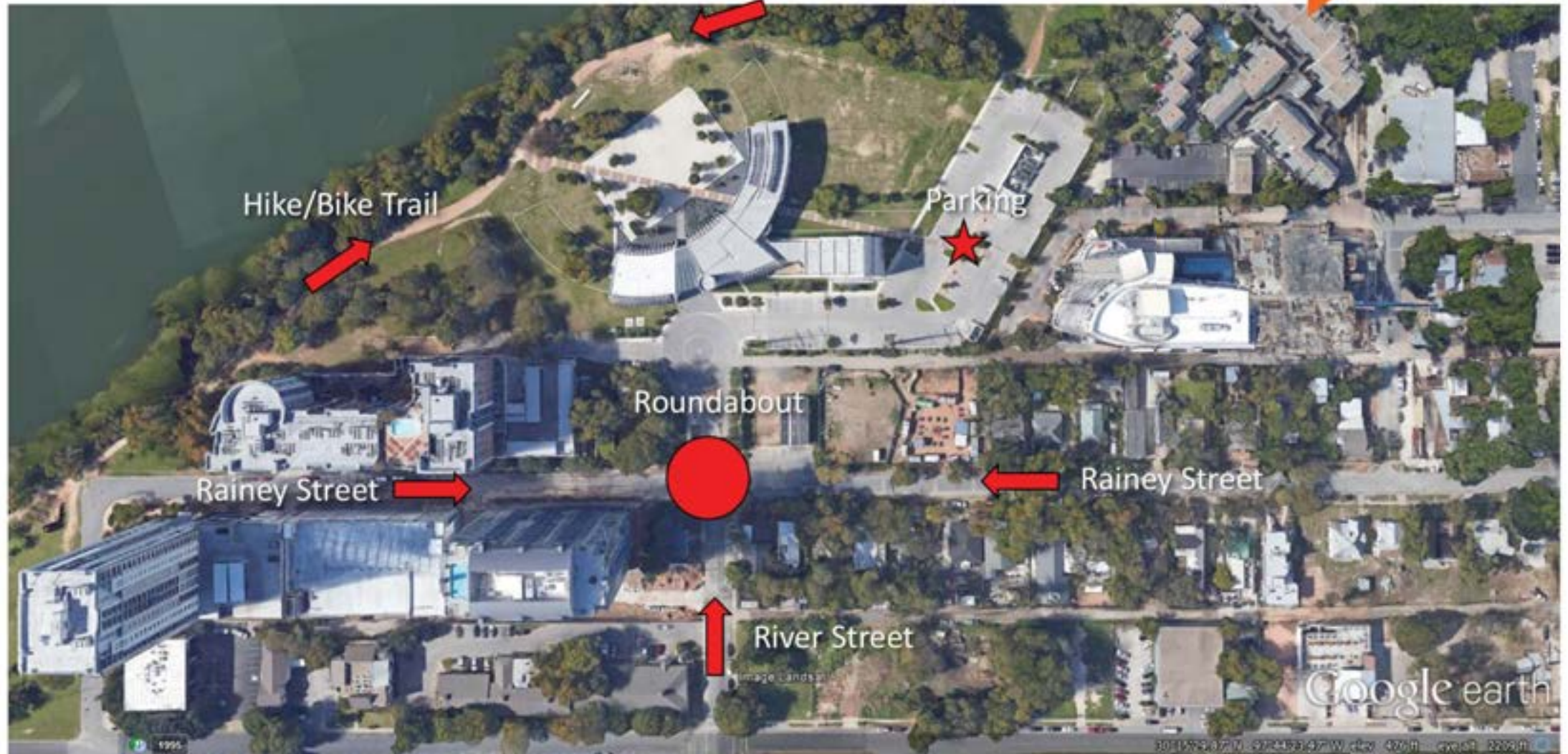
WHAT DOESN'T WORK  
WELL FOR YOU?

WHAT WOULD YOU  
LIKE TO SEE?

# CIRCULATION

STATION  
/ PUESTO

1



# WATERFRONT

STATION  
/ PUESTO 1



# PERFORMANCE & GALLERY

STATION  
/ PUESTO 2





# ADDITIONAL SPACES

STATION  
/ PUESTO 2



# LA GRAN ENTRADA

STATION  
/ PUESTO 3



# EL ZOCALO

STATION  
/ PUESTO 3





*We need you...*

*Thoughts, Visions, Dreams*



*¡FELIZ DIA DE LOS PADRES!*

*HAPPY FATHER'S DAY!*

*See You in September*



**ESB-MACC Public Meeting #1 Comments**  
June 17, 2017

**Station 1- Circulation/Waterfront**

1	Thoughtful connection to the hike and bike and Waller Creek trail/Parks	C
2	Public Programs at waterfront	W
3	Partner with Waller Creek Conservancy on design/Planning to create integrated experiences for the public.	C/W
4	Reclaim area with utility pole as a park space	C
5	Keep architecture culturally appropriate	C/W
6	Include Latin and Mexican styles in the amphitheater, waterfront, and outdoor spaces	W
7	More pedestrian paths through and around the MACC from Rainy Street to the waterfront	C/W
8	Reduce scope of parking lot for more programs and activity. The current parking lot is huge and is a pedestrian dead zone in an otherwise fairly walkable urban district.	C
9	How is the Waller Creek Conservancy project going to impact the ESB-MACC or will it have no impact? Both are CoA, so need to know what is in the works in order to imagine what can be added to the ESB-MACC.	C/W
10	All shoreline activities MUST be (originate) from the MACC and directly benefit the MACC. No other vendors, concessions, or activities from other sources.	W
11	Teach culture on trail/Water	C/W
12	Colors/Lights	
13	Inclusive AND Powerful-Grand	W
14	Include all Latin Americans and Community at large	W
15	Access to water for ceremonies	W
16	No Access	C
17	Entrance for food trucks	C
18	Mumbai, India - lighting	W
19	Puerto Rico Waterfront - Ventana del Mar	W
20	Opportunity for collaboration with Waller Creek	W
21	Balcony for the area close to the water	W
22	Not enough parking	C
23	Some public parking garage	C
24	Open to water	W
25	Cycling through distracting and dangerous?	C
26	Fence with defined entrance off trail	C
27	Use Blerce Street? Entry too difficult	C
28	Make MACC more visible from perimeter	W
29	incorporate into NEW neighborhood	C
30	Music on the water	W
31	access to water on canoes, chalupas, etc	C/W
32	Major/Minor entrance from water to MACC w/ performance space	C/W
33	^^ No to above idea, leave alke alone	C/W
34	greenhouse	W
35	Performance/Presentation space (not huge) with some grassy areas, trails, small education nooks	C/W
36	Stage	W
37	Waterfront Café rhar serves snacks and small full mealsArtist-in-Residence Hotel...like in the Headlands in San Fransisco/Marin Country. Hotel space is funded for the artist and their time in residence. Other rooms would be for general rental.	W
38	There is no access to the waterfront, so there is no action	C/W

**TAB 13- PUBLIC MEETING 1 (JUNE 17, 2017)-STATION COMMENTS**

---



39	There is no visibility to waterfront, no seating or path to it.	C/W
40	Stage, amphitheater and boat deck on water. NO pontoon boat blocking MACC	W
41	Would love a boat dock that rowing boats, kyacks, ets- can dock. Rowing requires special dock.	W
42	Walkway from zocalo the draws you to the water.	C
43	Small cafe, outdoor seating, student gallery	W
44	Want to see the water from the MACC	W
45	Seating on water but it is public, don't have to pay to sit near water	W
46	Dock with waterfront access. Barge from Chicano Park to MACC and back. (Maybe from West Destination as well)	W
47	Waterfront amphitheater near cliff and hike and bike trail. La Villita-San Antonio	C/W
48	Lakefront Lighting	W
49	Small dock/Pier with seating and lighting (like lanterns)	W
50	Seating along path to waterfront	C/W
51	Cultural art and incorporation along trails	C
52	Use light to delineate cultural space on the waterfront	C
53	Make trail less wild, want to see the water	C
54	Permanent amphitheater/seating.	W
55	Solar Petalos/ Solar Flowers. Ex: Mueller Retail	C/W
56	Fountain	C/W
57	Underground parking (Valuable land)	C
58	Shade, seating, food at zocalo	C/W
59	El Malecon. Ex: San Juan Ventana del Mar	W
60	We want to touch the water	W
61	We can see the lake from the MACC	W
62	Bus stop	C
63	Permanent Community Gardens- Veggie, Herbs. Fenced off for protectin. Small orgs can adopt quadrents iside community garden. It will be a teachable space.	C/W
64	Tennis courts	
65	like that the MACC is inviting	
66	like Tacs and water	
67	Ping Pong Tables	
68	Want Interactive exhibits and descriptives	
69	Colorful Mosaics	
70	Mural/Art	
71	Clothing Store	
72	Game room	
73	Underground Bowling	
74	Taco Stand	
75	Statue at the roundabout	
76	A coffee shop/Giftshop	
77	Bookstore	
78	Bierce (Alley?) St make a one-way to add an option into	C
79	Tennis Courts	
80	Connect Rainy St all the way to Cesar Chavez	C
81	Ride hailing pick up on periphery to prevent circling	C
82	Ping Pong Tables	
83	Café on waterfront	W
84	Parking not working	C
85	make hike trail concrete in front (waterside) of building and develop waterfront	C/W
86	^^disagree. Perhaps a permeable suface	C/W
87	Poor Lighing not working	
88	Shade for zocalo of some type	
89	MORE parking and underground parking	C
90	tennis courts	
91	see waterfront	W
92	Ping Pong Tables	



93	splash pad	
94	waterfront café	W
95	concessions	
96	more lighting (subtle but functional) and near waterfront (ambient)	W
97	More stadiums	
98	Green walls	
99	Elevated parking lot	C
100	Gardens at front accentuating waterfront	W
101	2nd entry into MACC	C
102	coordination and support from neighborhood along river and rainy - incorporate the entire area as a cultural district	C/W
103	incorporate Red River but DON'T make the street smaller	C
104	Don't make it look SA Riverwalk	W
105	Public needs to "Sign In"	
106	Open Red River to MACC large exhibit walks and egress from large MACC events - DON'T open Red River thru MACC	C/W
107	Entrance on Red River for 18 wheelers to load larger amphitheater and disperse traffic on complete grid	C
108	Roundabout confusing (improve)	C
109	Entrance does not announce MACC well	
110	Zocalo for activities	
111	Problem w/ Alley	C
112	Back up along Rainy St	C
113	Be able to reserve parking	C
114	Change MACC name to include all Latin Americans	
115	Keep Zocalo surface flat (no different elevations)	
116	More controlled parking. Let people know before arriving at MACC IF they can park	C
117	Publicize Bldy and how it was made	
118	MACC needs to be "Incubator" for the arts	
119	Do things that citizens can support financially (of all income levels)	
120	Don't block views of neighbors	
121	Bus Stop-beautifully designed to blend in with design of MACC. A natural transition seating for elderly or disabled people as they wait for the bus. Lots of lighting for safety. 911 phone for emergencies (call box linked to APD emergency services)	C
122	Yes to public transit	C
123	Dress ugly electric towers make them look like trees ex: Houston	
124	^^Love this idea	

Station 2- Additional Spaces/Performance and Gallery		
1	Large Kitchen with capacity to teach traditional Latin cooking would be awesome to use local and traditional foods of the past and present.	AS
2	Tamaladas	
3	More art creating spaces	AS
4	Community studio with printing press	AS
5	Clay studio/film	AS
6	Community kitchen	AS
7	Expanded library with Latino Authors, Latino Architects, etc. Could work with a café from downtown.	PG
8	Arts and crafts (for sale?) with Latino influence	PG
9	Affordable office spaces. Rentable to see people. \$350 per month. Create little offices.	AS
10	Teaching Kitchen	AS
11	Offer meeting rooms for community.	AS
12	Rooms for rent for community events.	AS/PG
13	Create a little room for private sessions	AS
14	A teaching kitchen	AS
15	Classroom type of room	AS
16	A small recording studio	AS

17	Signage for upcoming events. Like the Frank Irwin Center	PG
18	A better wifi system	
19	Larger art studios, More art studios with appropriate furniture.	AS
20	A better storage system so classes wont get cluttered w/ chairs and furniture.	AS
21	A kiln room for ceramics	
22	More well-planned vertical storage	AS
23	Expanded library (I didn't even know we had one). Preschool storytime at library. Teache young people to read SPANISH. Bring Latino writers for book tous. Writing workshops (we have some programs as these are on saturdays)	AS/PG
24	^^ 2nd that w/ spanish literature as well as english literature by latino authors.	AS/PG
25	Recording studio x3	AS
26	ballet studio	AS
27	more art/media rooms	AS
28	café/restaurant	AS
29	More classrooms for more programing	AS
30	Storage for art collections	AS
31	waterfront coffee shop with gallery, performance space	AS/PG
32	Jobs for local LatinX youth	
33	Kitchen with ability to teach x2	AS
34	Tennnis Courts	AS
35	Outdoor Amphitheater	PG
36	Large theater with seats	PG
37	Outdoor films	PG
38	2 larger auditorium for up to 300 people with permanent seating	AS/PG
39	ping pong tables	
40	music in the art gallery	PG
41	quality dance floors	
42	good/professional sound system and lighting	PG
43	wifi!	
44	equipment storage	AS
45	additional "student gallery"	AS/PG
46	library real	AS
47	sports room	AS
48	another art gallery	AS/PG
49	multipurpose space	AS
50	more art classrooms	AS
51	the white walls canserve for exhibits or projections	PG
52	recordin studio	AS/PG
53	break room	AS
54	elevators on extensions	
55	signs for the art	
56	handicap access for elevator for when elevator is broken	
57	more office space	AS
58	More classrooms	AS
59	not a hotel	AS
60	storage storage storage	AS
61	more classrooms	AS
62	office space	AS
63	another gallery	AS/PG
64	another theater	AS/PG
65	a space for cooking classes	AS
66	daily/weekly list of activities happening at the MACC	PG
67	Digital signage	
68	Storage areas for equipment and materials	AS
69	better wifi	
70	need combo parking garage; mercado;and boutique hotel	AS
71	real library	AS
72	commercial kitchen/restaurant for teaching and selling mexican food	AS

73	enclosed classrooms for safety	AS
74	storage space in classrooms	AS
75	bus stop	
76	workshop for artists-wood/metal/clay	AS
77	Splash pad	
78	splash pad-good	
79	Big screen in blackbox? If not this would be nice!	PG
80	Music studio/Soundproofed room	AS
81	More live music	PG
82	Outside films (family oriented)	PG
83	Large auditorium	AS/PG
84	What happened to the auditorium originally mentioned or proposed 10 years ago?	AS/PG
85	More lights everywhere	
86	Waterfront (esta rainy) café	AS
87	Small amphitheater (similar to the one in san antonio on the riverwalk)	PG
88	More classroom space	AS
89	bulletin board with information of the scheduled performances very usually accessible	PG
90	real visual arts studios	AS/PG
91	bigger/permanent auditorium with seating-including cultural art in the architecture	AS/PG
92	state of the art gallery spaces with movable walls	PG
93	Well equipped backstage areas for all theater space	PG
94	cat walk	PG
95	dressing rooms/costuming (take a look at what a theater needs...study a theater like the zachary scott/bass)	AS/PG
96	Kitchen	AS
97	Game room-for young adults to chill and hang out	AS
98	larger meeting rooms	AS
99	small recording studio	AS/PG
100	Recreation center for kids	AS
101	Dark room - CD/record player room	AS
102	wifi!	
103	Holistic environment - - to engage MIND, BODY, SPIRIT.	
104	Water elements - wall of water or splash pad for kids	
105	Fire element- fire pit for gathering around	
106	more rooms with windows	AS
107	gift shop with authentic cultural items	AS
108	Labyrinth for meditation	AS
109	need add'l space by the water	AS
110	small café	AS
111	student gallery	PG
112	good too see waterfront from the zocalo	
113	outdoor viewing of town lake	
114	state of the art Kitchen	AS
115	chef in residence, cooking classes catering,celebrity chefs, student culinary interns, cooking competitions	
116	MAKE FOOD TRUCK cross country road trip help start-up catering companies by renting our kitchen	
117	Resident chef can cater MACC events	PG
118	Childcare center	AS
119	A bigger theater, acoustically treated, more seating,catwalk, real theater stage, installed audio and video input and output	AS/PG
120	production workstation for video editing, audio recording lighting tech maintenance	AS
121	green room for filming purposes	AS/PG
122	more classrooms	AS
123	more space for offices	AS
124	hotel on grounds with theater (ie. ACL/W)	AS/PG
125	Tennis courts	

126	ping pong tables	
127	more music	PG
128	more adult performances	PG
129	permanent amphitheater or permanent outdoor seating	PG
130	Fixtures in auditorium green room are too noisy/ no true sound barrier between green room and performance space	PG
131	Open center are in bleacher seating in auditorium	PG
132	Proper dance floor for barefeet	
133	Current auditorium floor is unsafe for dancing with barefeet	
134	Redesign the MACC to something that is architecturally significant like the sydney opera house so it becomes a landmark. Right now,it is being underutilized. Use donor money (Zsch theater) as a funding source.	

Station 3- The Plaza/Grand Entrance		
1	Comments from tim Mahoney- He supports the idea of remote parking and a tram to meet the needs of the MACC and Rainy St. Business	GE
2	Comments from Tim Mahoney- He recommends that the tram connect with the "R??? Room tavle" to understand the history	GE
3	Mosaic/Colored Wall	P/GE
4	Way to keep bicycles out of the zocalo	P
5	Indicate East, West, North, South for ceremonies	P
6	I suggest keep the zocalo open and flat to allow for flexibility of events and activities. Few Austin parks have such a space so I think it is valuable and unique to the MACC	P
7	Shading would be a big improvement. Along with shading, incorporatin lighting into it would allow for more night time events and general lighting for the public at night since I do see running and biking happening later in the evening (9pm-10pm)	P
8	If adding lighting though, take into consideration of all the residents living nearby and how it would affect them.	P
9	More parking	
10	More welcoming access for handicapped people	GE
11	For gran entrada-maybe a monument to history of Mx/Ams. In austin	GE
12	Comminuty events board/signage	P
13	Library, reading area	P
14	Community gathering spaces	P
15	more parking	
16	outdoor stage for performances	P
17	more public art	P
18	more second floor accessibility for the disable	
19	continue the white/lemon theme	
20	The gran entrade needs a sculpture/landmark that screams aztec/indiginous tribes	GE
21	Statues by the entrane	GE
22	vines growing on walls of the entrance	GE
23	areas to feature outdoor sculptures of various artists (changing overtime)	P
24	parking garage obsorbed with vines	
25	Multi-level parking garage	
26	yoga class likes: open, tree, terrific, welcoming staff	P
27	Yoga class requests: more classes, children activities	P
28	Volleyball courts	P
29	sports/fotness area	P
30	update or make your website	
31	Different sinks for the bathrooms	
32	Make a separate building that is like a hotel and get a blue, big, LED ight pool for people to enjoy and it could be like a community pool. Or have a mini café close to here or in the building	
33	have a music room	

34	have a studio	
35	have a museum	
36	think about making you own events of holiday	
37	have a boxing room	
38	The space feels neutral for me. Currently it feels llike a place to BE and not necessarily a place to DO anything in particular. (not inviting or calling)	
39	The green hanging perimeter we discussed would add coziness that currently doesn't exist	
40	Making a proper entry way/entrance would (I think) help in keeping pedestrians from meandering at the entrance and disturbing entry and exit.	GE
41	I feel safe at the MACC and haven't even notice random negative traffic	
42	more shade!!	
43	sometimes the signage works better than other times	
44	Connect town lake	
45	dock access for boats, especially boats from other community centers, such as the asian american resource center ( Austin Outrigger conoe club; dragon boat team)	
46	ALSO...DOCKING CAPACITY FOR OVERNIGHT'	
47	OUTDOOR STAGE green room - potentially a green room space under the stage? Currently there is no where for artists performing outside to go but, to the perimeter of the festical especially when the green room for blackbox is already being used by performers using that space.	P
48	SOUND BARRIER BETWEEN Blackbox and outdoor festival stage so that multiple shows can go on effectively.Recently a Blackbox show was delayed because the outdoor stage volume was bleeding into the theater.	P
49	Outdoor green perimeter for coziness and to direct folks into the space.	P
50	Please stop the "neighbors" from using our cultural center as a dog park/to pee/to pooapon the grounds where we have our own cultural activities and children are present.	P
51	Create a small dedicated dog run area to prevent using the full property	P
52	more artwork (Permanent!!)	
53	Small café for light refreshments "agua frescas"	
54	Solar petals	P
55	solar flowers	P
56	mozaic	P/GE
57	colorful wall	P/GE
58	a trail drawing visitors down to café and add'l gallery by the water	
59	an area	P
60	more permanent SHADING part of the zocalo	P
61	flowering gardens and landscaping. This place should be beautiful!!	P/GE
62	Large statement sculpture entrance close to rainy with a fountain.	GE
63	La entrada: at the rotunda, we should have an iconic statue or fountain, like the "Angel" in mexico city's center	GE
64	our youth should create and community murals	P
65	More visual signage about current programs at the entrance	GE
66	Mabye a sign at the front that says "welcome to MACC and/or Mexiacn American Cultural center"	GE
67	The entrada should span 58 and 64 rainy st. Mirror entrada on I-35 access rd.and River	GE
68	Love the current white building. Add color with flowers and plants.	
69	More color. Eg.outside lighting, shade structures.	P
70	Don't build a parking tower	
71	Shade spots to sit	P
72	add VIEW and CABANA along waterfront	P
73	Add kids water feature and colorful shade	P
74	If needed construct UNDERGROUND parking garage	

75	Construct a SIGNIFICANT architectural feature that draws people to the café	GE
76	Signage	GE
77	a beacon	GE
78	landscaping	P/GE
79	flowers	P/GE
80	color	P/GE
81	murals on the exterior walls	P/GE
82	more native plants	P/GE
83	protected areas from cars and bikes	P/GE
84	fences	P
85	remove light poles (austin energy electric lines)	
86	ID the ESV-MACC more permanently at the roundabout on rainy	GE
87	Signage significant and unique to culture	P/GE
88	work/partner with neighborhoods along River	
89	Big rock sculpture that welcomes people to the MACC	GE
90	Tile/textile/color floor	P/GE
91	BUS STOP: Incorporate with Gran Entrada make it part of the design - seamless transition to MACC	GE
92	TRAFFIC: closing of our entrance during SXSW. Bottleneck caused by Islands	GE
93	Zocalo: Need bandstand/stage for events	P
94	SHADE!!!	P
95	Gran entrada water feature and sculpture AZTEC MIRROR	GE
96	trees claim waterfront.entry "umph" keep it culturally RELEVANT	
97	Temezcal (Sweat Poke)	
98	Tower of light can incorporate with fire pit sort of like NYC lights neams where twin towers were. Have to be visible from I-35 visible all over city.	GE
99	Sculptural shading	P
100	sustainable gardening practices (permaculture)	P
101	Blend trail with our property	
102	concrete pad to match the structure	P
103	improve water presence	P/GE
104	permanent community vegetable and herb garden	P
105	disabled seating	P
106	SHADE	P
107	murals - -painted labyrinth or made of stone. Stone path?	P/GE
108	Architecturally unique structure that keeps in line with the current design, and provides shade. Also include ADA paths and shading beyond what is mandated by law and local ordinances	P
109	60 or 100 amp power lines for outside events	P
110	Sunshade sails on the Zocalo	P
111	View to the River	P
112	More trees on the river outline	
113	Define the trail with hardrail	
114	Original "covers (shading) building on top of zocalo	P
115	Native plants	P/GE
116	Sensory garden - Plants that flower, that smell, different textures, shapes, etc, for the visually impaired.	P
117	revamped green room for artists with doors and closures that don't resonate into the performance space	
118	space for vendors	P
119	color	P/GE
120	sand volleyball courts	P
121	bring back outdoor films	P
122	shade areas/permanent X2	P
123	appropriate/regulation stage for dancers in the auditorium AND outdoors AND a better layover floor in the rehearsal space.	P
124	Art at Gran Entrada	GE
125	Better surface	P

126	Shade	P
127	dock / ramp	
128	water access for rowboats	
129	open view to water	P
130	murals	P/GE
131	stage (state of art)	P
132	seating	P
133	Enclose restrooms for safety	P
134	more shade structures	P
135	room for food trucks	P
136	more trees!	P
137	wifi!	
138	water spalsh zone for the children	P
139	the lake	
140	have bike trail to match walkway on either side of MACC to be wheelchair accesible along waterfront	
141	More shade structures should reflect/imitate existing art like "petalos"	P
142	more natural seating - boulders, logs as benches	P



Focus Group #1 - May 25, 2017 - MACC Board

#	Comments	Topic
1	A culinary program at MACC will make it a destination place attractive to the Austin Community. This will require a bigger commercial kitchen (3x as big). Working counters viewing and seating for visitors. Similar to Le Cordon Bleu College of Culinary Arts in Domain.	Kitchen
2	Sculpture Garden	Sculptures
3	Dock	Access to Water
4	Barge	Access to Water
5	Landscape for views to lake off trail - place to rest/visit MACC	Access to Water
6	Hike/Bike trail destination	1
7	Shine light in the sky similar to 9/11 memorial in New York to attract attention	Lighting
8	Be celebrated as a "Grand" and "welcoming" Cultural Center. Presently the surrounding towers are "drowning" the MACC. How can we solve this problem?	More Grand
9	should be welcoming to pedestrians	1
10	incorporate a historic celebration of the past Rainy Street.	1
11	Visibility is important from rainy street	More Grand
12	Front of MACC structure should be grand upon entry	More Grand
13	Build a grand or "colossal" theater similar to the Dallas Opera House	Permanent Indoor theater
14	Enter off Red River street and see theater	1
15	Incorporate observation deck on top	Roof Observation Deck
16	height not limited	More Grand
17	addition to the MACC should complete the crescent	1
18	addition should "go high" (more than 2 stories)	More Grand
19	Use lighting to celebrate culture and bring attention to the MACC	Lighting
20	Light Colorful images on MACC	Lighting
21	Mosaics on walls that celebrate spiritual culture	Mosaics
22	take advantage of unique architecture - special to the MACC. (Okay to deviate but keep complimentary)	1
23	Be a revenue generator	1



24	Café - in association with culinary school	Café
25	Restaurant	Café
26	MACC Food Truck- in association with culinary school	Café
27	gift shop	1
28	Hotel. Could also house the Grand Theater. Power lines could be an issue at existing parking lot	Hotel
29	parking garage	Parking
30	add a parking garage - traffic is an issue and at times will be backed up for blocks o Rainy Street	Parking
31	Maybe place under zocalo with entrance off Rainy street	1
32	Keep pedestrian access in mind and not cater to only cars	1
33	Add a Bus Stop - Very important	Bus Stop
34	Add value - enduce existing programs	1
35	build more performance space - grand theater. The existing multi - purpose room is not efficient for theater performances (possibly housed in hotel)	Permanent Indoor theater
36	Add observation deck	Observation Deck on Roof
37	Have views to see Lady Bird Lake	Access to Water
38	Views to performances in Zocalo	1



Focus Group #2 - June 20 ,2017 - Rainey Neighborhood Association, Town Lake Neighborhood Association, Waller Creek Conservancy, Rainey Business Coalition	
Comments	Topic
<b>TLNA President - Susan Morgan</b>	
Open air markets	Markets
Boat Dock - Fishing pier	Access to Water
Public Transportation - Bus (small) stop	Bus Stop
Public -Private - Partnership (P3)	1
Decorate Power Poles - Paint - Art?	Decorate Power Poles
Kite making - flying area	1
MACC entrance signage with event schedules	Better Signage
Art work at entrance	More Art
Bike trail through MACC	1

<b>Stefan Notes</b>	
Tour boats	Access to Water
boat taxis	Access to Water
coordinate with Waller creek	Collab with Waller Creek
Pontoon crossing	Access to Water
Trail materials -> transition walksite with trail foundation Waller Creek Cultural Network	
Promote Waller Creek/MACC via art (programing)	Collab with Waller Creek
Giant power line	Decorate Power Lines
signage	Better Signage
more than one entrance	More Entrances

art markets (christmas for ex)	Markets
Stays "green" green space with sculpture garden	Sculpture Garden
big artwork	More Art
lots of color	Color
public vs. private entrance	More Entrances
Seated areas for amphitheater	Amphitheater
8000 trail users idea	1
opening more up to water	Access to Water
Signage - promote MACC on trail	Better Signage
Shaded at water: formal vs. informal - mixed usage	Access to Water

<b>LA GRAN ENTRADA</b>	
Entrance feature should reflect context	Culturally relevant entrance
Can see elements at entrance that has elevation/high/tall	1
Bright and colorful - reflection of mexican culture	Culturally relevant entrance
Schedule signage "digital" to reflect performances/activities/events	Better Signage
entrance should reflect the programs context of the use of space	Culturally relevant entrance
should it have 4 entrances existing entrance is hidden. Development will continue to overshadow entrance	More Entrances
Open air market (auxiliary/overflow (parking?))	Market
Stay green/not too much developed structural - entrance would have more green space and small performance space	1
Artwork - Big!	More Artwork
Encourage purchase of lot adjacent to 58 Rainey	1

<b>EL ZOCALO</b>	
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Shading	Shade
Outdoor amphitheater space	Amphitheater
6-7k trail users see opportunity for new guests	1
informal vs formal space that serve different needs	1
Signage for events/programing activities to promote/engage trail users	Better Signage
More trees for shade/green bordering trail	Shade
Clear signage/path for bike coming through entrance	Better Signage

<b>WATERFRONT</b>	
Threshold planning that distinguishes between trail transitions	1
Informal walk -> make more formal - parking lot to waller creek bridge	1
Explore programatic partnerships between conservancy and MACC	Collab with Waller Creek
Giant power line is major obstruction - high cost to move	Decorate Giant power lines
No fencing - like open space	1

<b>PARKING/CIRCULATION</b>	
Red river on street commented directly bring cyclist from trail to Red River	1
Infrastructure	1
Coordinate with waller creek with trail alignments and pontoon bridge	Collab with Waller Creek
dock for boat access	Access to Water
more parking	More Parking
desire shuttle service for high/large events -> from selloce (?) parking ?	1
Sub - surface parking?	More Parking
formal loading for zocalo perfomances away form bierce street access?	1
need public trans option - bring back dillo - style circulatoer (JAN?)	1
Who is expanded parking serving? Partner for additional parking - private partners	More Parking



Focus Group #3 - June 26, 2017 - Proyecto Teatro and Latinos in Architecture

Comments	Topic
<b>LA GRAN ENTRADA</b>	
Cultural/ Artistic Images features that reflect Mexican American Culture- color, murals	Culturally Relevant
Sacredness to design (Teodoro), Difficult to compliment or replicate	Culturally Relevant
Current entrance diverts allows this to feel like it's the wrong distance but good for deliveries (general)	1
Rainy Street Activity overflows into MACC entrance, encouraged by parking	1
No delivery loading/unloading for performance spaces	Loading Dock
COA Police divert users of MACC (performers) away from existing delivery spaces	1
Too much connections to Rainy none to waterfront	Access to water
Cues missing that delineate MACC entrance and neighboring uses	Cues
Cues can reflect different aspects of programming (ex: UNAM)	Cues
Could have an element of surprise - not predictable in its entrance	Needs Element of Surprise
Pumkin at end of pier- NAOSHIMA 'Chichu' - oppty to maximize access to water - others in austin are making rush to develop a "water relationship"	Access to water
Keep it formal	1
Celebrate teodoro gonzales de leon	Culturally Relevant
Welcoming/Distinction	1
Are focused - cultural	Culturally Relevant
Akian cultural center - Houston	1
Cues for MACC	Cues
Would like to see an unloading/loading dock	Loading Dock
Entrada has become a hangout for Rainy bars and of MACC	1
"Prepping people for experience " Cultural focus - Color, Imagery, Konography, shapest	Culturally Relevant

Example of a starting point that makes you ask "where does this terminate?" Stumble across the art at the MACC.	1
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ZOCALO	
Shade structures could frame a view from water	Shade
Permitting is cumbersome and space is not functional for flexible performances, walls/fencing is awkward for trail users conflicts with seem to "cultural center"	Better trail connections
Need Discipline - specific spaces and make new theater accessible from front and back of the aruse	Amphitheater
Plane inwork - zocalo could be subject to same use frames space that is uncomfortable to use	1
MACC take advantage of existing building and elevations to expand buildings to site as the broader feel of the MACC	1
La gran entrada doesn't have to be Rainy St., consider vantage point from water - other sites (ex: Austin-Skyline near from I-H 35)	1

ADDITIONAL SPACES	
Too general (use)	1
Missing mop sinks - very pristine space difficult to do "work" or use as "workshop"	1
Concerned about damaging floors	1
Circular spaces (columing) not functional/no use	1
Lighting is currently set up for office use not an art studio, no hanging frames, for artwork/work	Lighting
Lighting in dance studio is "cold" not welcoming for warming up - "emotional" Aspect	Lighting
Dance needs spring floors - color should be minimal	Dance Studio Floors
Floors hinder use, don't want to damage	Dance Studio Floors
Community Gallery	More art galleries
Few walls for display we try to use temporary walls	More art galleries
Blackbox should be flexible, existing is not, metal wall doesn't lend itself to promotion - grids (floor/light) do not line up	Improve Black Box
Tech spaces (booth) do not have appropriate site lines sets cover tech spaces window	Better Studios
Performance arts spaces need to work for all aspects of a production	Better Studios

Rainy St bars will not be here forever, if we respond to that/bord/design for it, will be stuck with it.	1
Opportunity to be more inclusive of latinos in Austin, "MACC" reflects "Mexican" and not others	Be More Inclusive
Staying true to Mexican-American preserves and cultural expressions. Austin may not have resources to support a more expansive cultural destination, funding.	Culturally Relevant
No more multipurpose rooms!	1
Need front of house and back of house accesibility	1
Spaces have to be user-friendly. Inclusive.	Be more inclusive
Can we change the name to make more inclusive to rebrand the MACC	Be more Inclusive
Do we have the resources/reason to change the name?	1
MACC should be a "unifier" and pull people together - also politically	Be More Inclusive
Working spaces aren't coordinated	1
a lot of storage needed	Better Storage
scene shops - back of house	1
work flow	1
connection between nature and art - snowheb	1
Too much connection to Rainy not enough to water	Access to water
trail/light path and be directional to MACC - needs color to invite people/community in...	Lighting
Zocalo - universal plane	1
Enter a Grand Space	1
Great plazas are surrounded by buildings	1
Nice Sestures	1
We are the whole space! And entire zocalo	1
Skyline of austin is never seen from 35	1
Multiple celebrated points of entry	1
Surprise, Joy, Heart Jumps from cool entry element of surprise	Needs Elements of Surprise
Dedicated Entrances	1
Great example from David G	1
Unpredictable	Needs Element of Surprise
THERE IS A RACE TO THE WATER	Access to water

We need to be seen from water	Access to water
Chack yourself at the gate	1
Let's be the first one that everyone reacts 2!	1
Platform for seating on land/trail	1
theater on water	Amphitheater
Connection to water from entrada to trail	1
Generators are always needed. Not enough power!	1
Alternate path from trail to other side of water. Redirect people to walk around MACC	Better trails/path
Too general - Performance	1
Sinks are too shallow	1
Not designed as a work space	1
Workshop environment "Art Proloys"	1
Tower serves a purpose	1
Floors aren't designed "to work in"	1
Art studio doesn't need clamps	1
Modern Connections	1
Design for future media	1
Lighting in dance studio	Lighting
Design Specifically for space	1
Controls for lighting in common gallery	Lighting
Music system/dance studio is cold	Better Studios
Black box (long center) should be black	Improve Black Box
Black box - Not uniform	Improve Black Box
Sighlines in theater	1
250 people - Rawlins Theater	1
Brocket at UT great size	1
David Gujon - LA chair of committee	1
Proyecto Teatro - Since its inception!!! Hector, Lais	1





Focus Group 4- June 28, 2017 - ESB-MACC Former Board and Crossroads	
Comments	Topic
<b>WATERFRONT</b>	
Will there be an amphitheater at Waller Creek?	Amphitheater
Trails users stumble onto complex and into programs (segway, bike, bathroom users)	Better Trail Connections
Green spaces are limited or camp/kid use	1
Artist curated spaces/markets that cue trail users to MACC and are engaging	Better Trail Connections
Use color in grounds/Adds dimensions	Color
Possibility of providing spaces for vendors to acces North of property	Vendor Spaces
Signage that announces programs to trail and traffic	Better Signage
Space for dance/ballet folklorico - Provides access to programs. For trail users.	More Studios
Kinetic work of art that people can play with/move/interact with	1
Alter that invites people to contribute	1
Waterfall as a feature that invites interest. Where does it transform? Cooling off area?	Splash Pad
Splash Park Mosaic Feature	Splash Pad
Walle Creek bridge access - coordinate/curated art/graffiti?	Collab with Waller Creek
more open, reading spaces, compatable, aesthetic, make it lively	1
amphitheater would be nice	Amphitheater
Biking thru site from trail - Green space is limited for children to play in	Better Trail Connections
Artist creatd space on trail - ex: Cana Mexico pieces	Better Trail Connections
Trail needs color	Color
Unloading/loading is a huge problem. Can't drop off pieces of set up - vendors/ bands/performances	Loading Dock
More plays in zocalo	1
Big events - concert set up - VERY DIFFICULT	
Signage for events on trail	Better Signage
Art on trail - MACC needs attention	Better Trail Connections
Amphitheater on Waller Creek side (ballet floklorico) etc - Have it open all time! Encourage public to us, sit and read	Amphitheater
Better Seating in Zocalo - people want to use	1
WATER FOUNTAIN IN ZOCALO - water feature are part of our culture	Splash Pad
SHADE for amphiteater at Waller Creek to shadey for Austin Energy pole. This is huge for community!	Shade
Art installation that changes - Have a piece that community can add to "graffiti?" - Will have to be monitored	1
Water wall at theater - get people engaged, splash park for runners	Splash Pad

Kinetic form of art	1
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CIRCULATION	
Improve River/35 access as roundabout to facilitate high impact events (SXSU)	1
Need another entrance, leverage water access Add more clear path for cyclists/Divert	Better Trail Connections
Existing entrance to complex IS the path for cyclists to access trail (This is an issue)	1
Covered Bike Racks on S. Part of Building	Bike Racks
Cyclists are not fully aware of people at MACC	Problems with Cyclists
Buses/Congestion from tours (kids for programs) - wait at back of parking lot create challenges for arrival and departures - sometimes as many as 10	Parking
Parking lot is hard to move through	Parking
We're using shuttles from Fiesta Garden	1
Sometimes 5k people attend MACC events	1
Managed gate/access through Red River	1
Need to make some are cues traffic that they're entering the MACC	Art Cues
Lamp post signage to promote programs	Better Signage
Create/use profiles of leaders in community , murals to cue traffic/define space	1
Leverage relationship with smithsonian, pocket park to display exhibits	1
Better way to drop off/pick up at MACC	1
Entrance from water	Access to water
Cyclists go thru complex too fast!	Problems with Cyclists
More bike racks	Bike Racks
The MACC is the main entrance to trail from Rainy	1
Redirect people around MACC - BIKES!!	Better Trail Connections
Trail around MACC would be AWESOME.	Better Trail Connections
Bikers thru MACC is a huge problem	Problem with Cyclists
Buses are a horrible problem - 10 buses. Huge buses that wait in parking lot	Parking lot
3-5k people at one time	1
Need more than one entrance/exit - RED RIVER!!! Street	Multiple Entrances
Art cues to see MACC - all around MACC potentially all around MACC. Create an Art story - Day and Night, a community story	Art Cues
Art pieces that change- cues that change	Art Cues
Art without walls outside	1

ADDITIONAL SPACES	
Rooftop deck, attraction at nighttime	Observation Deck on Roof

Consider rooms and spaces that make managing kids easier	Classrooms
LARGE space to make a mess, large doors	Classrooms
Do installation studio/workshop, good ventilation	More Studios
Kiln, oil painting space (currently hard to find) with good access, plumbing for sinks	More Studios
Bathrooms need revamp/fixtures splash water, toilets are too low, plumbing doesn't work well	1
Staff area with lockers	Better Staff Facilities/Accommodations
Office space is very limited , people are working out of storage rooms	Better Staff Facilities/Accommodations
Kitchen and lounge are for staff and community spaces conference spaces too small, raul salinas too big	Better Staff Facilities/Accommodations
Need community space for meetings, receptions, for 50-75 people, flexible.	Event Space
Can't cross snake	1
tower space is difficult to use	1
Need a Big workshop. High eigs, w/ ventilation - oil ptg, pottery, glass, welding	More Studios
Plumbing fixtures are huge problem - all needs to be replaced	1
Lockers/staff offices are limited - need more office space, kitchen for - more storage and community spaces.	Better Staff Facilities/Accommodations
Meeting spaces for small receptions 50-75	Event Space
Library - Public cannot use - no one knows it's there to use. People would like	Library
Kitchen for community	Kitchen
must have a freight elevator	Freight Elevator
art gallery needs better acoustics	Better Art Galleries
Need a gallery that has no light for media Mexic-arte	Better Art Galleries
Need a big music studio!!! We have a lot of musicians - as big as the black box - sound booths	More Studios
Bathrooms inside!!! Staff has to use bathrooms outside	Better Staff Facilities/Accommodations
Homage to tejanos/Mexican Americans/those who built the MACC/History - tell the story of history. Juarez Lincoln	1
Gran entrada becomes a Gran Cue	Art Cues
Cannot forget about views from town lake	Access to water
Fabulous fountain entering on grand entrada. Possible	1
Entrance should signify sacred space for mexican americans - a place of homage and remembrance	1
need more "low-rides"	1
M Gomez Crossroads events	1
Electric outlets along perimeter for vendors	1

Lights - Large electrical lights must maintain high voltages for generators	Lighting
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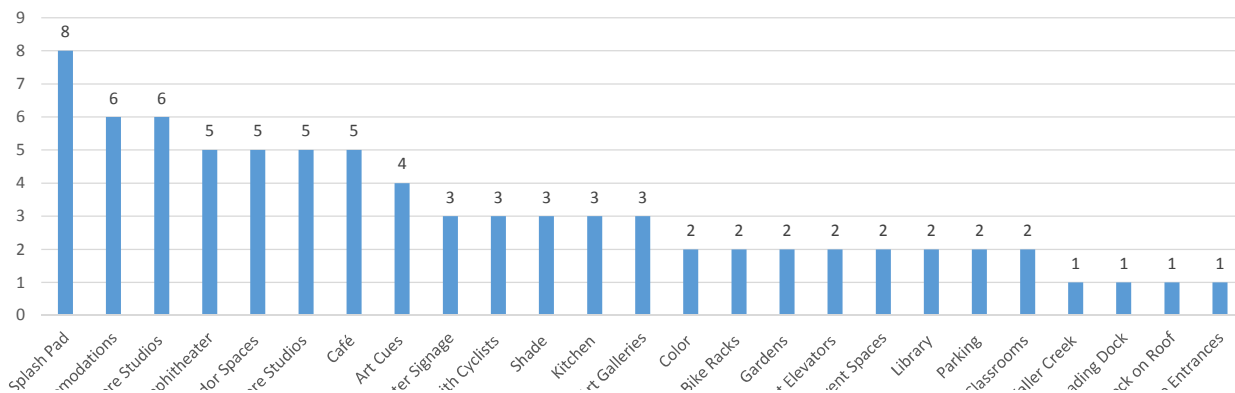
<b>ZOCALO</b>	
Shading!!! Need shade	Shade
Water feature	Splash Pad
Landscaping - community gardens	Gardens
More green space - shade under streees is nice	Shade
National Hispanic - Albuquerque - good precedent? (Sebastian on board)	1
Café on waterfront close to amphitheater	Café
Take perormance to waller Creek/MACC space and us zocalo as more of a space to relax and not multi-use	Amphitheater
Cultural relevant café. Must adhere to mission	Café
Café is a hook for MACC	Café
Use kitchen in MACC that teaches cooking classes at café	Kitchen
Think about structures of payment for café. MACC keep revenue?	Café
Farmers market in zocalo	Vendor Spaces
Desire to preserve the name ESB-MACC	1
Freight elevator to accommodate sculptures	Freight Elevator
Acoustics in gallery are BAD - can't hear people. Doesn't work for instalations with sound/light/sun exposure doesn't work fot installation that require low light/darkness	Better Art Galleries
Library isn't inviting or functional for people to stop in/work	Library
Music studio!! Size of blackbox, with sound booths and emergency equipment	More Studios
Indoor bathrooms and specifically for staff with showers and dressing rooms	Better Staff Facilities/Accommodations
Amphitheater should consider sun/placement/time of day	Amphitheater
Waterfeature would be great!	Splash Pad
Water feature Concrete and rock is not great for kids	Splash Pad
Small gardens offer educational opportunity, kids, community gardens, trees, green space	Gardens
Make it more hospitable	1
Project movies	1
Alboqu. Nations Hispanic cultured cities has similar outdoor space and gallery and vendor	1
Coffee shop, café might need better/improve access to trail/customers	Café
Needs dimensions/ELEVATIONS	
I'd like trail to be a very thoughtful process to consider revenue producers partners/services	Better Trail Connections
Cooking classes chef in residence	Kitchen
How does revenue (parking example) came back to the MACC to support programing? Rather tha go to general fund.	1
Have a farmers market, sell community gardens tools	Vendor Spaces
Plaza saltillo activity, be example for farmer market	Vendor Spaces

<b>ENTRADA</b>	
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Front of building lacks height or limits access for trucks to reade Zocalo/Vendors (Back of property/North)	1
City prevents vendors to park on grass(North property)	Vendor Spaces
Honoring leaders and residents where MACC currently sits, preserve history . Juacz-Lincoln	1
Large water feature on existing staging lot	Splash Pad
Create transition to MACC from Rainey that conveys "sacred space"	Better Trail Connections

Better Trail Connections	10
Splash Pad	8
Better Staff Facilities/Accomodations	6
More Studios	6
Amphitheater	5
Vendor Spaces	5
More Studios	5
Café	5
Art Cues	4
Better Signage	3
Problem with Cyclists	3
Shade	3
Kitchen	3
Better Art Galleries	3
Color	2
Bike Racks	2
Gardens	2
Freight Elevators	2
Event Spaces	2
Library	2
Parking	2
Classrooms	2
Collab With Waller Creek	1
Loading Dock	1
Observation Deck on Roof	1
Multiple Entrances	1
Miscellaneous	37

Focus Group 4  
 ESB-MACC, "Self", Crossroads, Cultural Strategies, COA-PARD, Casabella  
 June 28, 2017



Facilities/Acco.

Mon

Amr

Veno.

Mon

Bett.  
Problem w/

Better Al.

L

Freight

Eye

C.  
Collab With Wa.

Los  
Observation Dec

Multiple



Focus Group 5 - July 12, 2017 - ESB-MACC Staff	
Comments	Topic
More Storage - #21 double space	Storage
Concession is used as storage	Storage
Need one that can be used	Storage
Facing Storage and not efficient	Storage
Storage for golf cart	Storage
Bigger theater-Rawlins/Bob Bullock	Theater
Backstage	Backstage Areas
Prop Shop	Backstage Areas
Catwalk	Catwalk
Scenery Shop/Costume Shop	Backstage Areas
Shower/Dressing Rooms	Backstage Areas
Load/Unload Loc.	Loading/Unloading Area
Teaching Kitchen X3 (keep cultural)	Kitchen
Le Cordon Blue/Appliances	Kitchen
Community Kitchen /Cultural Food-Share	Kitchen
Café is a great place	Café
Train for culinary	Kitchen
All places should have their own storage	Storage
Use Pool/Reflectin Pond as Gift Shop/Reception	1
Combine 5, 6, 7, and 8 into offices	Offices
Need 6 more classrooms	Classrooms
1 large room (50 to 80)	Classrooms
Auditorium is NOT an option for large classroom	Classrooms
6 classrooms (1 big) for 15 to 35 students? 30?	Classrooms
Cabinet/Storage/Media Hookups	Storage
Black Box	Blackbox
Dr. rooms (Bathroom or Shower) not efficient	Backstage Areas
Need receptions for black box (food/drink) - need access to kitchen	Blackbox
Sound from Zocalo	1
#2 and 3 use as a sound studio (isolate)	Sound studio
Storage for blackbox	Blackbox
Need a sound studio booth and music classrooms (in wing)	Sound studio
Zocalo needs access to Dr. rooms	Backstage Areas
"Welcoming" LIBRARY =50% bigger - Archives, tables, chairs, wifi, "walk in" off street	Library
Music (all rooms) need bigger	Music Rooms
Computers in library (space) - service for community	Library
Computer room (lab) for teching 10 to 15 - service for community	Computer Lab

Dance studios = Dr. rooms/storage	Dance Studio
Dedicated space to dance	Dance Studio
Floor needs to be a "dance floor"	Dance Studio
Lockers in Dr. room	Backstage Areas
Dance - bigger/better floor (turn into library?)	Dance Studio
Gallery	Gallery
Bigger elevator	Bigger Elevator
Acoustics need to be better	Better Acoustics
Storage	Storage
Kitchenette - bigger/keep "smell out of gallery x5	Kitchenette
Reception	Reception
Need space for multi media	Media Studios
BAD LOCATION of current kitchen	Kitchen
Movable walls (screens)	1
Need dedicated space for staff's kitchenette /breakroom (lockers) - do not share in gallery	Kitchenette
Storage in gallery/ (Art) prep for art	Storage
Welding shop	Art Studios
Pottery	Art Studios
Studio space for teaching art	Art Studios
workshop studio	Art Studios
Need to access back/areas for loading/unloading all spaces - x17	Loading/Unloading Area
Community garden - x17	Community Garden
Playground - space for small children (kids) - creative and artistic x5	Playground
MACC "inviting" "grand"	1
Rainey Street is intimidating	1
More parking spaces dedicated to MACC	Parking
Hike/Bike trail	1
Sit/admire MACC	1
Touch water	Access to water
Art cue(s)	Art Cues
Connection to river	Access to water
Exhibit space x17	Exhibit Space
Bring people to zocalo	Use Zocalo
Lazy Sunday feeling	Use Zocalo
"keep austin weird"	Use Zocalo
Shade	Shade
Seating	1
Food, Music, Art (culture)	1
Amphitheater	Amphitheater
Outdoor Mercado - Latino Farmers	Use Zocalo
Art wall -interchangable murals	Murals
People should see in MACC as they pass - activity	1
Lighting (colored) better outside	Outdoor Lighting

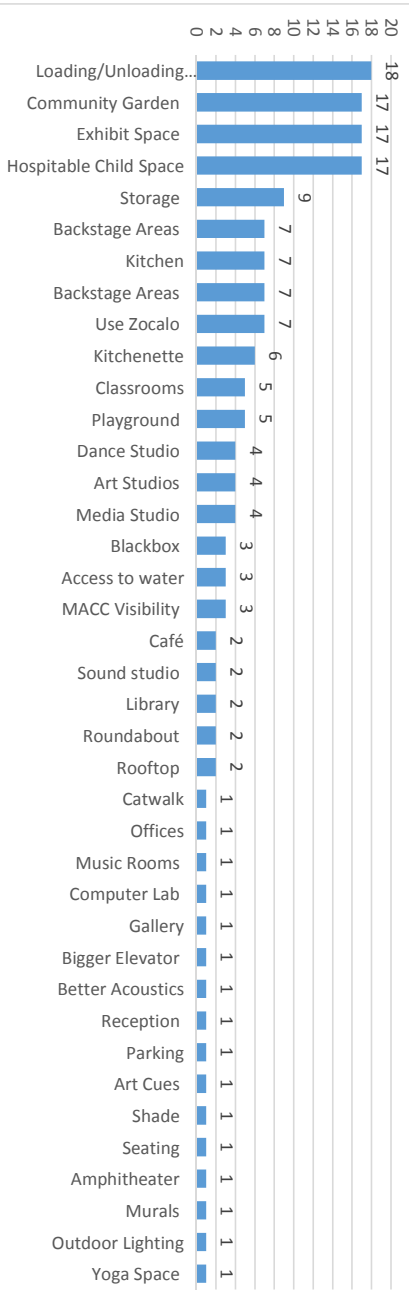


Piece (art) in round about?	Roundabout
Lose roundabout?	Roundabout
Need status of alley	1
Hospitable space for children x17	Hospitable Child Space
Zocalo is not efficient for performances - power, lights, shade	Use Zocalo
Performance and community - 2 different spaces	1
Electronic marquee	MACC Visibility
Rooftop use - art, "overlook" observation deck, garden	Rooftop
Use space above auditorium - garden, observation deck, art	Rooftop
Use Red River St. as an EXIT	1
An office/kitchen storage (proximity)	Kitchen
MACC is a plaza space	Use Zocalo
Access via water	Access to water
Place to relax on waterfront - families and kid friendly	Use Zocalo
classrooms clustered - kids separate	Classrooms
On IH-35 - Need signage for MACC - Light, billboard, art	MACC Visibility
Animals? (can they be incorporated?)	1
Restrooms have become a place for "some" homeless to stay overnight	1
Café on waterfront - gallery	Café
Close to MACC - "drawn" to MACC- see it's use	MACC Visibility
yoga dedicated space	Yoga Space
Movie editing/film	Media studio
teach video editing	Media Studio
sound proof room	Sound studio
media rooms for shoots	Media Studio
Miscellaneous	15

Loading/Unloading Area	18
Community Garden	17
Exhibit Space	17
Hospitable Child Space	17
Storage	9
Backstage Areas	7
Kitchen	7
Backstage Areas	7
Use Zocalo	7
Kitchenette	6
Classrooms	5
Playground	5
Dance Studio	4
Art Studios	4
Media Studio	4
Blackbox	3
Access to water	3
MACC Visibility	3
Café	2
Sound studio	2
Library	2

Roundabout	2
Rooftop	2
Catwalk	1
Offices	1
Music Rooms	1
Computer Lab	1
Gallery	1
Bigger Elevator	1
Better Acoustics	1
Reception	1
Parking	1
Art Cues	1
Shade	1
Seating	1
Amphitheater	1
Murals	1
Outdoor Lighting	1
Yoga Space	1
Miscellaneous	15

Focus Group 5



Comments on Circulation/Waterfront	Lighting	Café	Parking	Collab w/ Waller Creek	Bus Stop	Access to water
Thoughtful connection to the hike and bike and Waller Creek trail/Parks				1		
Public Programs at waterfront						1
Partner with Waller Creek Conservancy on design/Planning to create integrated experiences for the public.				3		
Reclaim area with utility pole as a park space						
Keep architecture culturally appropriate						
Include Latin and Mexican styles in the amphitheater, waterfront, and outdoor spaces						
More pedestrian paths through and around the MACC from Rainy Street to the waterfront						
Reduce scope of parking lot for more programs and activity. The current parking lot is huge and is a pedestrian dead zone in an otherwise fairly walkable urban district.			1			
How is the Waller Creek Conservancy project going to impact the ESB-MACC or will it have no impact? Both are CoA, so need to know what is in the works in order to imagine what can be added to the ESB-MACC.				1		
All shoreline activities MUST be (originate) from the MACC and directly benefit the MACC. No other vendors, concessions, or activities from other sources.						
Teach culture on trail/Water						1
Colors/Lights	1					
Inclusive AND Powerful-Grand						
Include all Latin Americans and Community at large						
Access to water for ceremonies						1
No Access						
Entrance for food trucks						
Mumbai, India - lighting	1					
Puerto Rico Waterfront - Ventana del Mar						1
Opportunity for collaboration with Waller Creek				5		
Balcony for the area close to the water						1
Not enough parking			2			
Some public parking garage			1			
Open to water						1
Cycling through distracting and dangerous?						
Fence with defined entrance off trail						

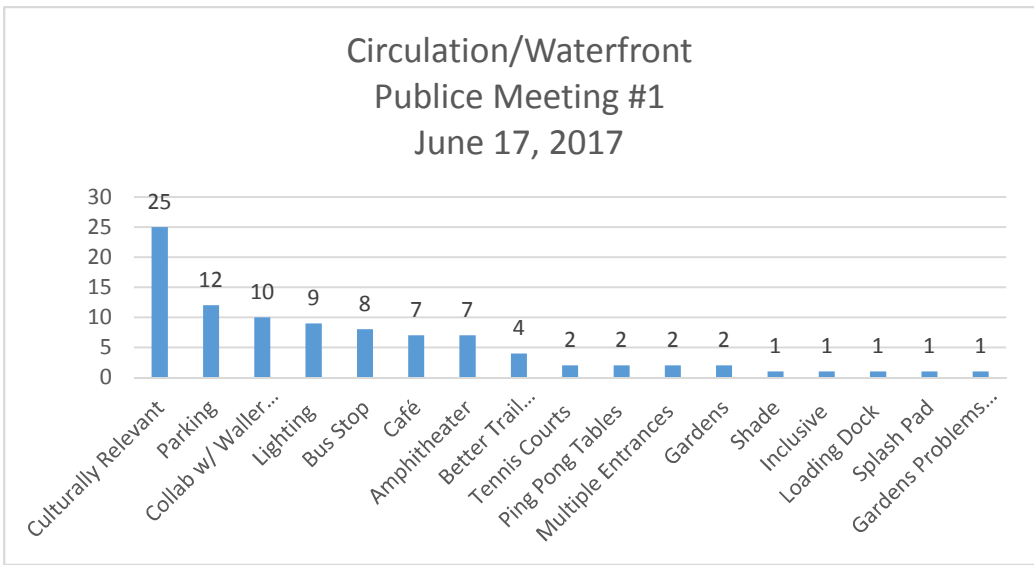
Use Bierce Street? Entry too difficult					
Make MACC more visible from perimeter					
incorporate into NEW neighborhood					
Music on the water					1
access to water on canoes, chalupas, etc					1
Major/Minor entrance from water to MACC w/ performance space					1
^^ No to above idea, leave lake alone					
greenhouse					
Performance/Presentation space (not huge) with some grassy areas, trails, small education nooks					
Stage					
Waterfront Café that serves snacks and small full meals. Artist-in-Residence Hotel...like in the Headlands in San Francisco/Marin Country. Hotel space is funded for the artist and their time in residence. Other rooms would be for general rental.		1			
There is no access to the waterfront, so there is no action					1
There is no visibility to waterfront, no seating or path to it.					1
Stage, amphitheater and boat deck on water. NO pontoon boat blocking MACC					1
Would love a boat dock that rowing boats, kyacks, ets- can dock. Rowing requires special dock.					2
Walkway from zocalo the draws you to the water.					1
Small cafe, outdoor seating, student gallery		1			
Want to see the water from the MACC					1
Seating on water but it is public, don't have to pay to sit near water					1
Dock with waterfront access. Barge from Chicano Park to MACC and back. (Maybe from West Destination as well)					1
Waterfront amphitheater near cliff and hike and bike trail. La Villita-San Antonio					
Lakefront Lighting	3				
Small dock/Pier with seating and lighting (like lanterns)					1
Seating along path to waterfront					1
Cultural art and incorporation along trails					
Use light to delineate cultural space on the waterfront	1				
Make trail less wild, want to see the water					1
Permanent amphitheater/seating.					
Solar Petalos/ Solar Flowers. Ex: Mueller Retail					
Fountain					
Underground parking (Valuable land)			3		
Shade, seating, food at zocalo		1			
El Malecon. Ex: San Juan Ventana del Mar					1

We want to touch the water						1
We can see the lake from the MACC						1
Bus stop					5	
Permanent Community Gardens- Veggie, Herbs. Fenced off for protectin. Small orgs can adopt quadrents iside community garden. It will be a teachable space.						
Tennis courts						
like that the MACC is inviting						
like Tacs and water						
Ping Pong Tables						
Want Interactive exhibits and descriptives						
Colorful Mosaics						
Mural/Art						
Clothing Store						
Game room						
Underground Bowling						
Taco Stand						
Statue at the roundabout						
A coffee shop/Giftshop		1				
Bookstore						
Bierce (Alley?) St make a one-way to add an option into						
Tennis Courts						
Connect Rainy St all the way to Cesar Chavez						
Ride hailing pick up on periphery to prevent circling						
Ping Pong Tables						
Café on waterfront		1				
Parking not working			1			
make hike trail concrete in front (waterside) of building and develop waterfront						
^^disagree. Perhaps a permeable surface						
Poor Lighting not working	1					
Shade for zocalo of some type						
MORE parking and underground parking			1			
tennis courts						
see waterfront						1
Ping Pong Tables						

splash pad						
waterfront café		1				
concessions		1				
more lighting ( subtle but functional) and near waterfront (ambient)	2					
More stadiums						
Green walls						
Elevated parking lot			1			
Gardens at front accentuating waterfront						
2nd entry into MACC						
coordination and support from neighborhood along river and rainy - incorporate the entire area as a cultural district						
incorporate Red River but DON'T make the street smaller						
Don't make it look SA Riverwalk						
Public needs to "Sign In"						
Open Red River to MACC large exhibit walks and egress from large MACC events - DON'T open Red River thru MACC						
Entrance on Red River for 18 wheelers to load larger amphitheater and disperse traffic on complete grid						
Roundabout confusing (improve)						
Entrance does not announce MACC well						
Zocalo for activities						
Problem w/ Alley						
Back up along Rainy St						
Be able to reserve parking			1			
Change MACC name to include all Latin Americans						
Keep Zocalo surface flat (no different elevations)						
More controlled parking. Let people know before arriving at MACC IF they can park			1			
Publicize Building and how it was made						
MACC needs to be "Incubator" for the arts						
Do things that citizens can support financially (of all income levels)						
Don't block views of neighbors						
Bus Stop-beautifully designed to blend in with design of MACC. A natural transition seating for elderly or disabled people as they wait for the bus. Lots of lighting for safety. 911 phone for emergencies (call box linked to APD emergency services)					1	
Yes to public transit					2	
Dress ugly electric towers make them look like trees ex: Houston						

^^Love this idea						
Summation	9	7	12	10	8	25

Culturally Relevant	25
Parking	12
Collab w/ Waller Creek	10
Lighting	9
Bus Stop	8
Café	7
Amphitheater	7
Better Trail Connections	4
Tennis Courts	2
Ping Pong Tables	2
Multiple Entrances	2
Gardens	2
Shade	1
Inclusive	1
Loading Dock	1
Splash Pad	1
Gardens Problems with Cyclists	1
Miscellaneous	37







			Mutliple Entrances
			1
		1	
			1
			Gardens
	1		
	1		
	1		
1			
	1		
			1
			1

			1
			Tennis Courts
			1
			1
			Ping Pong Tables
			1
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			1
			1
			1
			1
			Multiple Entrances
			Tennis Courts
			1
			1
			Ping Pong Tables
	1		
	1		
			Shade
			Tennis Courts
			Ping Pong Tables

			Splash Pad
	1		
			1
			Gardens
			Multiple Entrances
			1
			1
			1
			1
			1
			Loading Dock
			1
			1
			1
			1
			1
			Inclusive
			1
			1
1			
			1
			1
			1

			1
12	7	4	37

Comments on Additional Spaces/Performance and Gallery	Kitchen	More studios/Classrooms	Library
Large Kitchen with capacity to teach traditional Latin cooking would be awesome to use local and traditional foods of the past and present.	1		
Tamaladas			
More art creating spaces		1	
Community studio with printing press		1	
Clay studio/film		1	
Community kitchen	1		
Expanded library with Latino Authors, Latino Architects, etc. Could work with a café from downtown.			1
Arts and crafts (for sale?) with Latino influence			
Affordable office spaces. Rentable to see people. \$350 per month. Create little offices.			
Teaching Kitchen	1		
Offer meeting rooms for community.			
Rooms for rent for community events.			
Create a little room for private sessions			
A teaching kitchen	1		
Classroom type of room		1	
A small recording studio		1	
Signage for upcoming events. Like the Frank Irwin Center			
A better wifi system			
Larger art studios, More art studios with appropriate furniture.		2	
A better storage system so classes won't get cluttered w/ chairs and furniture.			
A kiln room for ceramics		1	
More well-planned vertical storage			
Expanded library (I didn't even know we had one). Preschool storytime at library. Teach young people to read SPANISH. Bring Latino writers for book tours. Writing workshops (we have some programs as these are on Saturdays)			2
^^ 2nd that w/ Spanish literature as well as English literature by Latino authors.			1
Recording studio x3		3	
ballet studio		1	
more art/media rooms		1	
café/restaurant			
More classrooms for more programming		1	
Storage for art collections			
waterfront coffee shop with gallery, performance space			

Jobs for local LatinX youth			
Kitchen with ability to teach x2	2		
Tennis Courts			
Outdoor Amphitheater			
Large theater with seats			
Outdoor films			
2 larger auditorium for up to 300 people with permanent seating			
ping pong tables			
music in the art gallery			
quality dance floors			
good/professional sound system and lighting			
wifi!			
equipment storage			
additional "student gallery"			
library real			1
sports room			
another art gallery			
multipurpose space			
more art classrooms		1	
the white walls can serve for exhibits or projections			
recording studio		1	
break room			
elevators on extensions			
signs for the art			
handicap access for elevator for when elevator is broken			
more office space			
More classrooms		1	
not a hotel			
storage storage storage			
more classrooms		1	
office space			
another gallery			
another theater			
a space for cooking classes	1		
daily/weekly list of activities happening at the MACC			
Digital signage			
Storage areas for equipment and materials			
better wifi			
need combo parking garage; mercado;and boutique hotel			
real library			2

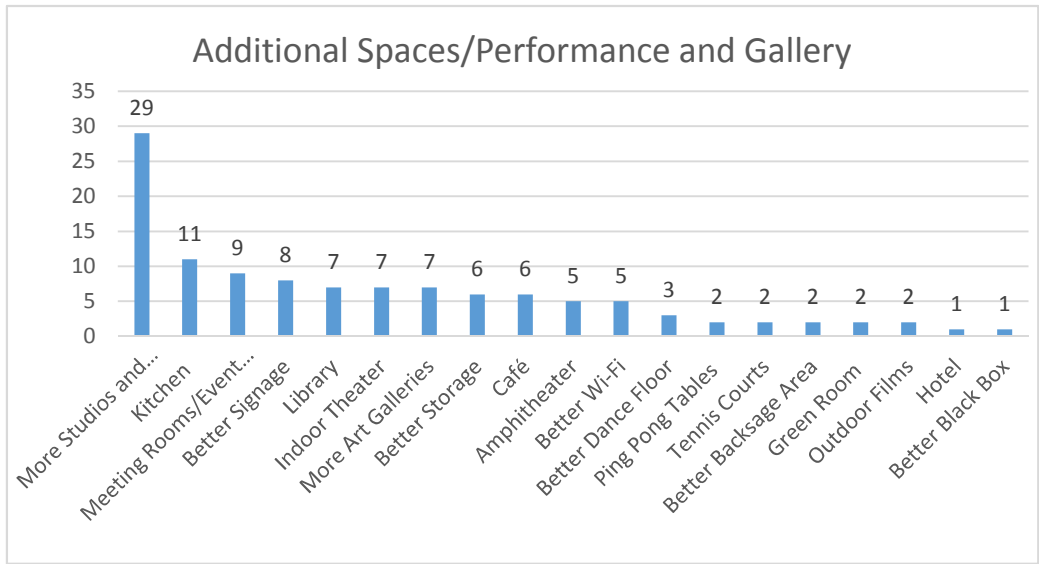
commercial kitchen/restaurant for teaching and selling mexican food	1		
enclosed classrooms for safety		1	
storage space in classrooms			
bus stop			
workshop for artists-wood/metal/clay		1	
Splash pad			
splash pad-good			
Big screen in blackbox? If not this would be nice!			
Music studio/Soundproofed room		3	
More live music			
Outside films (family oriented)			
Large auditorium			
What happened to the auditorium originally mentioned or proposed 10 years ago?			
More lights everywhere			
Waterfront (esta rainy) café			
Small amphitheater (similar to the one in san antonio on the riverwalk)			
More classroom space		1	
bulliten board with information of the scheduled performances very usually accessible			
real visual arts studios		1	
bigger/permanent auditorium with seating-including cultural art in the architecture			
state of the art gallery spaces with movable walls			
Well equipped backstage areas for all theater space			
cat walk			
dressing rooms/costuming (take a look at what a theater needs...study a theater like the zachary scott/bass)			
Kitchen	1		
Game room-for young adults to chill and hang out			
larger meeting rooms			
small recording studio		1	
Recreation center for kids			
Dark room - CD/record player room		1	
wifi!			
Holistic environment - - to engage MIND, BODY, SPIRIT.			
Water elements - wall of water or splash pad for kids			
Fire elemet- fire pit for gathering around			
more rooms with windows			

gift shop with authentic cultural items			
Labyrinth for meditation			
need add'l space by the water			
small café			
student gallery			
good too see waterfront from the zocalo			
outdoor viewing of town lake			
state of the art Kitchen	1		
chef in residence, cooking classes catering,celebrity chefs, student culinary interns, cooking competitions	1		
MAKE FOOD TRUCK cross country road trip help start-up catering companies by renting our kitchen			
Resident chef can cater MACC events			
Childcare center			
A bigger theater, acoustically treated, more seating, catwalk, real theater stage, installed audio and video input and output			
production workstation for video editing, audio recording lighting tech maintenance		1	
green room for filming purposes			
more classrooms		1	
more space for offices			
hotel on grounds with theater (ie. ACL/W)			
Tennis courts			
ping pong tables			
more music			
more adult performances			
permanent amphitheater or permanent outdoor seating			
Fixtures in auditorium green room are too noisy/ no true sound barrier between green room and performance space			
Open center area in bleacher seating in auditorium			
Proper dance floor for barefeet			
Current auditorium floor is unsafe for dancing with barefeet			
Redesign the MACC to something that is architecturally significant like the sydney opera house so it becomes a landmark. Right now,it is being underutilized. Use donor money (Zsch theater) as a funding source.			
signage of the trails			



Summation	11	29	7
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More Studios and Classrooms	29
Kitchen	11
Meeting Rooms/Event Spaces	9
Better Signage	8
Library	7
Indoor Theater	7
More Art Galleries	7
Better Storage	6
Café	6
Amphitheater	5
Better Wi-Fi	5
Better Dance Floor	3
Ping Pong Tables	2
Tennis Courts	2
Better Backstage Area	2
Green Room	2
Outdoor Films	2
Hotel	1
Better Black Box	1
Miscellaneous	38





								1
								Tennis Courts
			3					
				1				
								Outdoor Films
				1				
								Ping Pong Tables
					1			Better Dance Floors
								1
								1
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9	6	6	5	7	7	8	5	38
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Comments on The Plaza/Grand Entrance	Shade	Sculpture	Parking
Comments from tim Mahoney- He supports the idea of remote parking and a tram to meet the needs of the MACC and Rainy St. Business			1
Comments from Tim Mahoney- He recommends that the tram connect with the "R??? Room tavle" to understand the history			
Mosaic/Colored Wall			
Way to keep bicycles out of the zocalo			
Indicate East, West, North, South for ceremonies			
I suggest keep the zocalo open and flat to allow for flexibility of events and activities. Few Austin parks have such a space so I think it is valuable and unique to the MACC			
Shading would be a big improvement. Along with shading, incorporation lighting into it would allow for more night time events and general lighting for the public at night since I do see running and biking happening later in the evening (9pm-10pm)	2		
If adding lighting though, take into consideration of all the residents living nearby and how it would affect them.			
More parking			1
More welcoming access for handicapped people			
For gran entrada-maybe a monument to history of Mx/Ams. In austin		1	
Comminuty events board/signage			
Library, reading area			
Community gathering spaces			
more parking			1
outdoor stage for performances			
more public art			
more second floor accesability for the disable			
continue the white/lemon theme			
The gran entrade needs a sculpture/landmark that screams aztec/indiginous tribes		1	
Statues by the entrance		1	
vines growing on walls of the entrance			
areas to feature outdoor sculptures of various artists (changing overtime)		1	
parking garage absorbed with vines			1
Multi-level parking garage			1
yoga class likes: open, tree, terrific, welcoming staff			
Yoga class requests: more classes, children activities			
Volleyball courts			

sports/fitness area			
update or make your website			
Different sinks for the bathrooms			
Make a separate building that is like a hotel and get a blue, big, LED light pool for people to enjoy and it could be like a community pool. Or have a mini café close to here or in the building			
have a music room			
have a studio			
have a museum			
think about making you own events of holiday			
have a boxing room			
The space feels neutral for me. Currently it feels like a place to BE and not necessarily a place to DO anything in particular. (not inviting or calling)			
The green hanging perimeter we discussed would add coziness that currently doesn't exist			
Making a proper entry way/entrance would (I think) help in keeping pedestrians from meandering at the entrance and disturbing entry and exit.			
I feel safe at the MACC and haven't even notice random negative traffic			
more shade!!	1		
sometimes the signage works better than other times			
Connect town lake			
dock access for boats, especially boats from other community centers, such as the asian american resource center ( Austin Outrigger canoe club; dragon boat team)			
ALSO...DOCKING CAPACITY FOR OVERNIGHT			
OUTDOOR STAGE green room - potentially a green room space under the stage? Currently there is no where for artists performing outside to go but, to the perimeter of the festival especially when the green room for blackbox is already being used by performers using that space.			
SOUND BARRIER BETWEEN Blackbox and outdoor festival stage so that multiple shows can go on effectively. Recently a Blackbox show was delayed because the outdoor stage volume was bleeding into the theater.			
Outdoor green perimeter for coziness and to direct folks into the space.			
Please stop the "neighbors" from using our cultural center as a dog park/to pee/to poop on the grounds where we have our own cultural activities and children are present.			
Create a small dedicated dog run area to prevent using the full property			
more artwork (Permanent!!)			
Small café for light refreshments "agua frescas"			
Solar petalos			

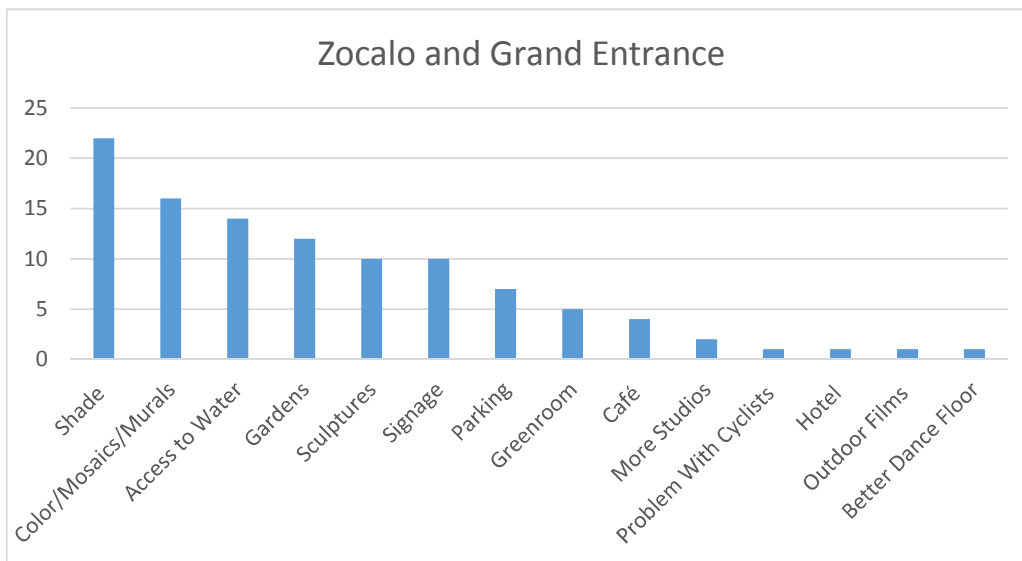


solar flowers			
mozaic			
colorful wall			
a trail drawing visitors down to café and add'l gallery by the water			
an area			
more permanent SHADING part of the zocalo	2		
flowering gardens and landscaping. This place should be beautiful!!			
Large statement sculpture entrance close to rainy with a fountain.		1	
La entrada: at the rotunda, we should have an iconic statue or fountain, like the "Angel" in mexico city's center		1	
our youth should create and community murals			
More visual signage about current programs at the entrance			
Mabye a sign at the front that says "welcome to MACC and/or Mexiacn American Cultural center"			
The entrada should span 58 and 64 rainy st. Mirror entrada on I-35 access rd.and River			
Love the current white building. Add color with flowers and plants.			
More color. Eg.outside lighting, shade structures.	1		
Don't build a parking tower			1
Shade spots to sit	2		
add VIEW and CABANA along waterfront			
Add kids water feature and colorful shade	1		
If needed construct UNDERGROUND parking garage			1
Construct a SIGNIFICANT architectural feature that draws people to the café		1	
Signage			
a beacon			
landscaping			
flowers			
color			
murals on the exterior walls			
more native plants			
protected areas from cars and bikes			
fences			
remove light poles (austin energy electric lines)			
ID the ESV-MACC more permanently at the roundabout on rainy			
Signage significant and unique to culture			
work/partner with neighborhoods along River			
Big rock sculpture that welcomes people to the MACC		1	
Tile/textile/color floor			
BUS STOP: Incorporate with Gran Entrada make it part of the design - seamless transition to MACC			
TRAFFIC: closing of our entrance during SXSW. Bottleneck caused by Islands			
Zocalo: Need bandstand/stage for events			
SHADE!!!	1		
Gran entrada water feature and sculpture AZTEC MIRROR		1	

trees claim waterfront.entry "umph" keep it culturally RELEVANT			
Temezcal (Sweat Poke)			
Tower of light can incorporate with fire pit sort of like NYC lights neams where twing towers were. Have to be visible from I-35 visible all over city.			
Sculptural shading	1	1	
sustainable gardening practices (permaculture)			
Blend trail with our property			
concrete pad to match the structure			
improve water presence			
permanent community vegetable and herb garden			
disabled seating			
SHADE	1		
murals - -painted labyrinth or made of stone. Stone path?			
Architecturally unique structure that keeps in line with the current design, and provides shade. Also include ADA paths and shading beyond what is mandated by law and local ordinances	1		
60 or 100 amp power lines for outside events			
Sunshade sails on the Zocalo	1		
View to the River			
More trees on the river outline			
Define the trail wirh hardrail			
Original "covers (shading) building on top of zocalo	1		
Native plants			
Sensory garden - Plants that flower, that smell, different textures, shapes, etc, for the visually impaired.			
revamped green room for artists with doors and closures that don't resonate into the performance space			
space for vendors			
color			
sand volleyball courts			
bring back outdoor films			
shade areas/permanent X2	2		
appropriate/regulation stage for dancers in the auditorium AND outdoors AND a better layover floor in the rehearsal space.			
Art at Gran Entrada			
Better surface			
Shade	1		
dock / ramp	1		
water access for rowboats			
open view to water			
murals			
stage (state of art)			
seating			
Enclose restrooms for safety			
more shade structures	1		

room for food trucks			
more trees!	1		
wifi!			
water spalsh zone for the children			
the lake			
have bike trail to match walkway on either side of MACC to ve wheelchair accesible along waterfront			
More shade structures should reflect/imitate existing art like "petalos"	1		
more natural seating - boulders, logs as benches			
Summation	22	10	7

Shade	22
Color/Mosaics/Murals	16
Access to Water	14
Gardens	12
Sculptures	10
Signage	10
Parking	7
Greenroom	5
Café	4
More Studios	2
Problem With Cyclists	1
Hotel	1
Outdoor Films	1
Better Dance Floor	1
Miscellaneous	66





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						Hotel
						More Studios
						More Studios
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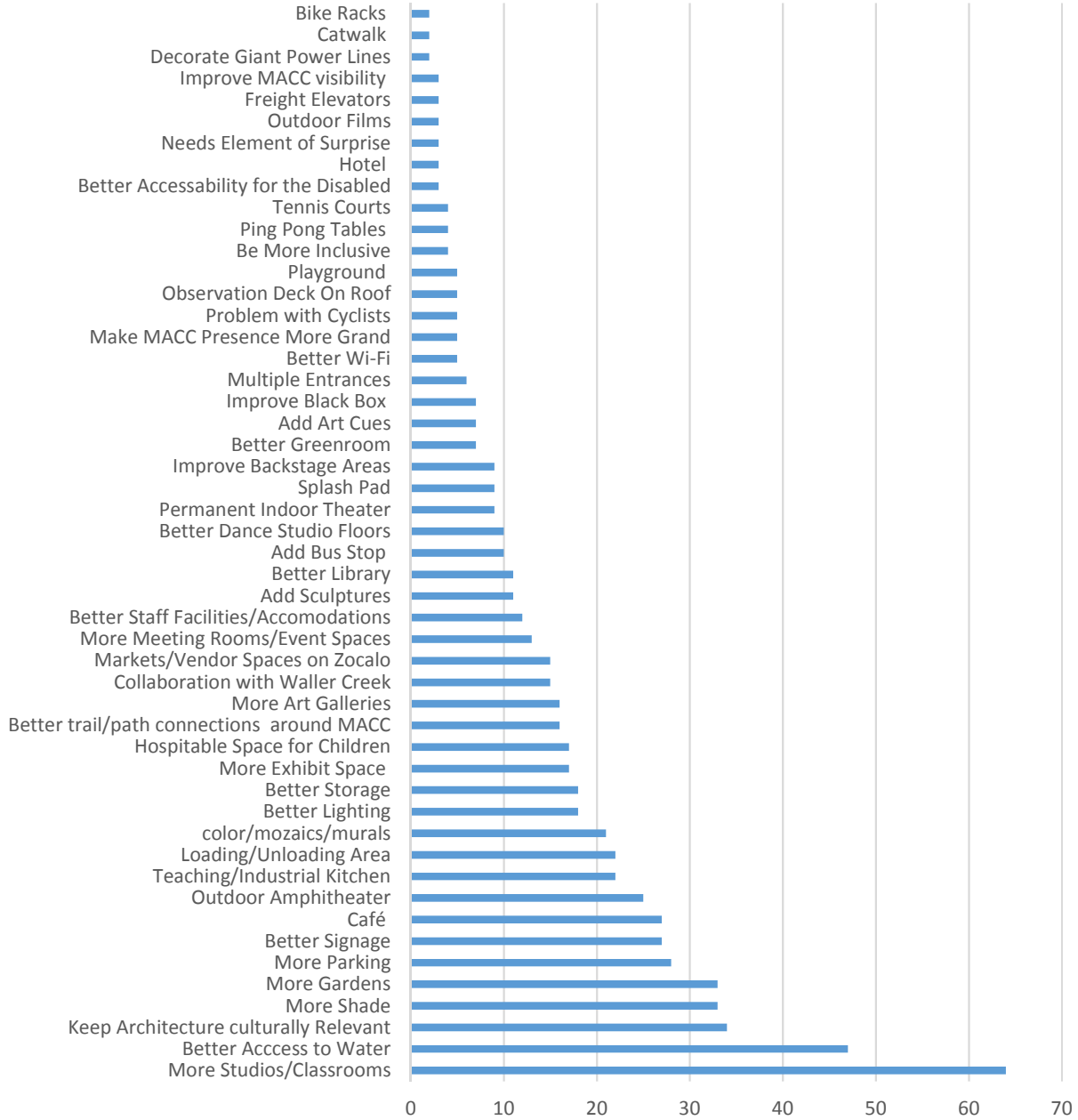
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						1
						1
						1
						1
						1
16	5	14	12	10	4	66



Topic	# of Comments
More Studios/Classrooms	64
Better Access to Water	47
Keep Architecture culturally Relevant	34
More Shade	33
More Gardens	33
More Parking	28
Better Signage	27
Café	27
Outdoor Amphitheater	25
Teaching/Industrial Kitchen	22
Loading/Unloading Area	22
color/mozaics/murals	21
Better Lighting	18
Better Storage	18
More Exhibit Space	17
Hospitable Space for Children	17
Better trail/path connections around MACC	16
More Art Galleries	16
Collaboration with Waller Creek	15
Markets/Vendor Spaces on Zocalo	15
More Meeting Rooms/Event Spaces	13
Better Staff Facilities/Accomodations	12
Add Sculptures	11
Better Library	11
Add Bus Stop	10
Better Dance Studio Floors	10
Permanent Indoor Theater	9
Splash Pad	9
Improve Backstage Areas	9
Better Greenroom	7
Add Art Cues	7
Improve Black Box	7
Multiple Entrances	6
Better Wi-Fi	5
Make MACC Presence More Grand	5
Problem with Cyclists	5
Observation Deck On Roof	5
Playground	5
Be More Inclusive	4
Ping Pong Tables	4
Tennis Courts	4
Better Accessability for the Disabled	3
Hotel	3
Needs Element of Surprise	3
Outdoor Films	3
Freight Elevators	3

Improve MACC visibility	3
Decorate Giant Power Lines	2
Catwalk	2
Bike Racks	2
Miscellaneous Requests/Comments	288
<b>Total</b>	<b>985</b>

### All Comments



**TAB 13- PUBLIC MEETING 1 (JUNE 17, 2017)-STATION COMMENTS**

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NAME/NOMBRE	ZIP CODE CODIGO POSTAL	PHONE TELÉFONO	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? ¿COMO SUPD ACERCA DE ESTA REUNION?
Cesar Jara	78761			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Frank Rojas	78701			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input checked="" type="checkbox"/> Org Group/Association
Diana Gomez	78703			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Hector Montez	78750			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Maria R. Garcia	78758			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Vanessa P. Garcia	78704			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Franco Espinoza	78701			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Josana Sanchez	78721			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Maria Chiriqui	78704			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Nelson Sanchez	78738			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input checked="" type="checkbox"/> Org Group/Association
Stephanie...	78701			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association

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Walter ...	75745	Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association <input type="checkbox"/>
Bob Ambrosino	78701	Facebook <input type="checkbox"/> Email <input checked="" type="checkbox"/> Phone <input type="checkbox"/> Friend NextDoor <input checked="" type="checkbox"/> News <input type="checkbox"/> Org Group Association <input type="checkbox"/>
...	7533	Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association <input type="checkbox"/>
Walter ...	78751	Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend NextDoor <input checked="" type="checkbox"/> News <input type="checkbox"/> Org Group Association <input type="checkbox"/>
Irene ...	78703	Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association <input type="checkbox"/>
...	75745	Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend NextDoor <input checked="" type="checkbox"/> News <input type="checkbox"/> Org Group Association <input type="checkbox"/>
John ...	78702	Facebook <input type="checkbox"/> Email <input checked="" type="checkbox"/> Phone <input type="checkbox"/> Friend NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association <input type="checkbox"/>
Lucena ...	78739	Facebook <input type="checkbox"/> Email <input checked="" type="checkbox"/> Phone <input type="checkbox"/> Friend NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association <input type="checkbox"/>
Sammy ...	78705	Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association <input type="checkbox"/>
Yuxi ...	78701	Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association <input type="checkbox"/>
...	78750	Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association <input type="checkbox"/>

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Kilchofer	78744			<input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input checked="" type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Rodriguez	78745			<input checked="" type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Kate Minnoland	78765			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input checked="" type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
Eric Hernandez	78748			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Tom Maden	78767			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input checked="" type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
Paul Horton	78761			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input checked="" type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
Michael Williams	78745			<input checked="" type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
SARA HAZARD	78730			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Matthew Lewis	78745			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Juan Tame	78745			<input type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association

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NAME-NOMBRE	ZIP CODE CODIGO POSTAL	PHONE TELÉFONO	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? ¿CÓMO SUPD ACERCA DE ÉSTA REUNIÓN?
Margie Hill	38701			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
J. Lurace	38751			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
Hilda Cordero Prazat	38758			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input checked="" type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association <i>ON WHEEL BOARD</i>
Sandy Hardin	38701			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input checked="" type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
Michael Knight	38702			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input checked="" type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
Frank Bean	38708			<input checked="" type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Melinda Bassin	38704			<input type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Alita Cordero	38701			<input checked="" type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
Guo Rodriguez	38701			<input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Margaret Allen	38702			<input type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Mary Nichols	38707			<input type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association

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Cristian Santos	78205			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Org Group/Association <input type="checkbox"/> Friend
Gerard Rodriguez	78738			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Eduardo	78641			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group/Association <input type="checkbox"/> Friend
Araceli	78702			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Terrence	78610			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Marina	75528			<input checked="" type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input checked="" type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Vanessa	78758			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input checked="" type="checkbox"/> Email <input checked="" type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Andy	7870			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Org Group/Association <input type="checkbox"/> Friend
NON-LDIA	93423			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Yanet	78702			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input checked="" type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Jessica	78708			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input checked="" type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association



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NAME/NOMBRE	ZIP CODE CODIGO POSTAL	PHONE TELÉFONO	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? ¿CÓMO SUPO ACERCA DE ÉSTA REUNIÓN?
Sonia Castillo	78521			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input checked="" type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Karin Njie	78748			<input checked="" type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input checked="" type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Silver Sosa	78710			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
John Pope	78735			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input checked="" type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Henry Bautista	78747			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input checked="" type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Silvestre Rivera	78702			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Maria Jimenez	78733			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Alma Lopez	78739			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
John Smith	78744			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Kei Nakamura	78701			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group/Association
Dieter Mendez	78701			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input checked="" type="checkbox"/> Org Group/Association

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NAME/NOMBRE	ZIP CODE CODIGO POSTAL	PHONE TELEFONO	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? ¿COMO SUFIC ACERCA DE ESTA REUNION?
Angela Dink	45004			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
John A. Williams	78704			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Michelle Williams	78782			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Jan Fields	78745			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Emily Channing	78701			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Kenny Wood	78701			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
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				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association

By entering your contact information on this form, you agree to receive regular project updates and meeting notices, if any.

NAME/NOMBRE	ZIP CODE CODIGO POSTAL	PHONE TELÉFONO	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? ¿CÓMO SUPD ACERCA DE ESTA REUNION?
<i>[Signature]</i>	85224			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
<i>Janice Appelt</i>	85251			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input checked="" type="checkbox"/> News <input type="checkbox"/> Org Group Association
<i>Howard Kopylov</i>	85241			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
<i>Michaela Dole</i>	85214			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
<i>Jesse Figueroa</i>	85226			<input checked="" type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
<i>Kevin Allen</i>	85228			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
<i>Bonnie Olsen</i>	85229			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association

**TAB 15- PHASE 1 SURVEY INSTRUMENT**

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## ESB-MACC Master Plan Process Public Input Survey

Versión en Español: <https://es.surveymonkey.com/r/esb-macc-esp>

**The City of Austin Parks and Recreation Department has begun the process to create a new Master Plan for the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC).**

**Your input in this process is vital to ensure that improvements or changes to the facility reflect YOUR needs.**

1. What best describes your activity related to the ESB-MACC? Please check all that apply.

- Performing artist/group – space user
- Music and entertainment booking/management – space user
- Instructor/Classroom – space User
- Visual art exhibitor - space user
- Neighbor - housing resident
- Neighbor - commercial resident
- Patron - event participant or guest
- Student - school-age or programming
- Direct stakeholder - Board Member/staff/committee appointee
- Park visitor

Other (Please specify)

2. How often do you visit or otherwise use the ESB-MACC?

- More than 7 times per week
- 5-7 times per week
- 2-4 times per week
- Once per week
- Once per month
- Less than once per month

3. What form(s) of transportation do you use to access the ESB-MACC? Check all that apply.

- Car
- Motorcycle
- Capital Metro
- Ride Share
- Bike
- Walking

Other (Please specify)



### ESB-MACC Master Plan Process Public Input Survey

Versión en Español: <https://es.surveymonkey.com/r/esb-macc-esp>

#### Master Plan Elements

The new Master Plan public input process is designed to identify your desires and needs based on how the existing space works, what you'd like to see improved, and what you envision for the ESB-MACC's future. The following questions will help define existing conditions and specific needs based on six elements:

- Buildings & Programming
- El Zocalo (The Plaza)
- Circulation
- Waterfront
- Landscaping
- La Gran Entrada (The Grand Entrance)

If you select a topic needing improvement, please select the response(s) that mostly closely matches your reasoning; if the responses are not sufficient, use the "Other" option and please explain.

#### 4. Performing Arts (Dance/Theater/Music) spaces

- Not enough performing arts spaces that seat 1-100 people
- Not enough performing arts spaces that seat 101-199 people
- Not enough performing arts spaces that seat 200+ people
- Dressing rooms are too small
- I'd like to see electrical and lighting improvements
- Not enough acoustics and sound insulation
- Support spaces for storage or staging are too small

Other (please explain)

5. Visual Arts (Painting/Sculpture/Classrooms/Studios)

- Need more classroom space
- Not enough counter space or sink facilities for cleanup
- Storage space is limited
- Rooms are dark or lack natural light
- Other (please explain)

6. Gallery & Exhibit

- Existing gallery space is sufficient
- I'd like to see the gallery space increase by 50%
- I'd like to see the gallery space increase by 100%
- Need climate controlled storage
- Need larger freight elevator
- We need more general storage space
- We need preparation space
- Other (please explain)

7. Culinary Arts (Cooking Classes)

- Need classroom-style kitchen
- Room for seating in kitchen (how specify many participants per class)
- More counter and food prep space
- More refrigerated storage
- More general storage cabinets
- Other (please explain)

8. Dance Studio

- Need larger dance studio space (please specify class size)
- Improved electrical and lighting
- Improved acoustics
- Other (please explain)

9. Classrooms (Library/Music/Conference/Education)

- Existing conference room sizes meet our needs
- Existing conference room sizes are not sufficient (please specify desired size or quantities)
- Existing classroom sizes meet our needs
- Existing classroom sizes are not sufficient (please specify desired size or quantities)
- Other (please explain)

10. Are there other building or programming spaces you would like to see improved or created? Please explain.

11. What new structures or spaces would you like to see added to the ESB-MACC to support public/private ventures and help fund programs that sustain the ESC-MACC's growth? Select one or more and explain.

- Artist concession
- Larger parking lot
- Outdoor amphitheater
- Food vendor space/café
- Gift shop
- Other

Please explain

12. Where would you like to see the enhancement of ADA accessibility in the existing building spaces and facilities?

- Parking lot
- Outdoor amphitheater
- Theater
- Exhibit space
- Classrooms
- Offices
- Other

Please explain



13. If a public observation deck could be included in the new plan, what features would you be interested in including or having? Select one or more and explain.

- Shaded structure
- Performance space
- VIP area
- A view (please specify the feature you'd like to see)

Other (please specify)

14. What improvements could enhance security or otherwise make you feel more at ease regarding safety? Select one or more and explain.

- Parking lot lighting
- Trail access lighting
- Fencing
- Dedicated bike paths
- Other

Please explain



ESB-MACC Master Plan Process Public Input Survey

Versión en Español: <https://es.surveymonkey.com/r/esb-macc-esp>

El Zocalo (The Plaza) Improvements

**The Plan will address a combination of physical and service elements related to the Plaza.**

15. What improvements or changes to the Plaza could improve its use by performing artists and guests? Select all that apply. Please explain:

- Shade
- Exterior lighting
- Sound or audio rigging/wiring
- Electrical
- Fixed seating
- Stage direction or orientation
- Other

Please explain



**ESB-MACC Master Plan Process Public Input Survey**

Versión en Español: <https://es.surveymonkey.com/r/esb-macc-esp>

Accessing the ESB-MACC

**Circulation refers to the roadways, sidewalks, trails, or bike paths that provide you access to the MACC.**

16. Access to the MACC is primarily provided by River Street or through Lady Bird Lake trail. Are there constraints you'd like to see improved that would ease your travel both to and from the MACC? Select one or more and explain.

- Enhanced roadway access
- Increase bus/shuttle route or frequency
- Pedestrian access to ESB-MACC
- Bicycle access
- Add access from water
- Other

Other (please specify)



**ESB-MACC Master Plan Process Public Input Survey**

Versión en Español: <https://es.surveymonkey.com/r/esb-macc-esp>

## Waterfront

17. The ESB-MACC borders Lady Bird Lake. What improvements would you like to see that best utilizes the relationship to the trail or the water? Please explain:

- Better view of lake
- Add water access
- Add seating
- Improve signage
- Other

Please Explain

18. The ESB-MACC borders Waller Creek. What improvements would you like to see that best utilizes the relationship to this area? Please explain:

- Access from the Waller Creek bridge to the ESB-MACC parking lot lacks transition or proper entry
- There's no current space that invites use for art installations or gatherings
- Other

Please Explain



ESB-MACC Master Plan Process Public Input Survey

Versión en Español: <https://es.surveymonkey.com/r/esb-macc-esp>

## Landscaping

**Landscaping and Hardscaping refer to the exterior elements that can create spaces for gathering or simply improve the aesthetic appearance of the ESB-MACC grounds.**

19. What improvements could enhance your experience spent on the grounds? Select one or more and explain.

- Create spaces for large events or gatherings
- Create space for serene park-like settings
- Outdoor movie projection spaces
- Add shading structures for large gatherings
- Add shading structures for small or intimate gatherings
- Other

Please Explain



**ESB-MACC Master Plan Process Public Input Survey**

Versión en Español: <https://es.surveymonkey.com/r/esb-macc-esp>

**La Gran Entrada (The Grand Entrance)**

**An opportunity exists to expand the MACC's entrance facing east, which would incorporate the traffic circle at the intersection of Rainey and River Street.**

20. What design elements would you like to see that would enhance the entry or could provide a visual link to East Austin? Please explain:

- Integrate large sculpture or art installation
- Reflect a more park-like setting
- Enhanced vehicle access
- Add event signage
- Integrate cultural or arts garden
- Incorporate bus stop
- Other

Please explain



## ESB-MACC Master Plan Process Public Input Survey

Versión en Español: <https://es.surveymonkey.com/r/esb-macc-esp>

### Prioritization

\* 21. Please number the improvements you've provided feedback on in order of priority (#1 being the most important).

<input type="checkbox"/>	<input type="checkbox"/>	Buildings & Programming
<input type="checkbox"/>	<input type="checkbox"/>	Plaza Improvements
<input type="checkbox"/>	<input type="checkbox"/>	Circulation
<input type="checkbox"/>	<input type="checkbox"/>	Waterfront
<input type="checkbox"/>	<input type="checkbox"/>	Utilities
<input type="checkbox"/>	<input type="checkbox"/>	Landscaping
<input type="checkbox"/>	<input type="checkbox"/>	La Gran Entrada (The Grand Entrance)



## ESB-MACC Master Plan Process Public Input Survey

Versión en Español: <https://es.surveymonkey.com/r/esb-macc-esp>

### Programming at the MACC and Final Thoughts

22. What type of programming would you like to see more of offered at or through the ESB-MACC?

- Dance
- Music
- Theater
- Film
- Spoken word
- Art instruction
- Music instruction
- Cooking classes
- Film and video instruction
- Other (please explain)

23. Are there any other comments you'd like to share regarding the vision for the Master Plan?



ESB-MACC Master Plan Process Public Input Survey

Versión en Español: <https://es.surveymonkey.com/r/esb-macc-esp>

Survey Respondent Information

\* 24. Name (first and last)

25. Gender

- Female  
 Male

26. Age Group

- Under 17  
 18-24  
 25-34  
 35-44  
 45-54  
 55-64  
 65+

\* 27. Home Zip Code

28. Approximate Household Income

- Less than \$25,000  
 \$25,000 - \$49,999  
 \$50,000 - \$74,999  
 \$75,000 - \$99,999  
 Greater than \$100,000

29. Marital Status

- Married, or in a domestic partnership or civil union
- Single

30. Parenting Status (check all that apply)

- I have children under the age of 12
- I have children between the ages of 12 and 15
- I have children that are 16 and older
- I don't have children

31. Racial or Ethnic Background

- Non-Hispanic White
- African American
- Hispanic/Latino
- Asian American

Other (Please specify)



ESB-MACC Master Plan Process Public Input Survey

Versión en Español: <https://es.surveymonkey.com/r/esb-macc-esp>

You completed the survey!

Your answers have been recorded. Thank you for participating.

Please make sure to share this survey with your friends, family, and other personal networks you feel would be interested in this process.

**Nuevo Plan Maestro para el ESB-MACC  
Encuesta de Comentarios Públicos**

Versión en Inglés: <https://es.surveymonkey.com/r/esb-macc>

**El Departamento de Parques y Recreación de la Ciudad de Austin ha empezado el proceso para crear un nuevo Plan Maestro para el Centro Cultural Mexicano Americano Emma S. Barrientos (ESB-MACC, por sus siglas en inglés).**

**Tus comentarios en este proceso son muy importantes para garantizar que las mejoras o los cambios realizados en el centro reflejen TUS necesidades.**

1. ¿Qué actividad describe de mejor manera tu relación con el ESB-MACC? Por favor marca todas las que apliquen.

- Artista/Grupo Interpretativo – Usuario de espacio
- Reserva/Contratación Musical o de Entretenimiento – Usuario de espacio
- Instructor/Salón de Clase – Usuario de espacio
- Exhibidores de Artes Visuales – Usuario de espacio
- Vecino – Residente de Vivienda
- Vecino – Residente de Comercio
- Patrocinador – Participante de un Evento o Invitado
- Estudiante – Edad Escolar o Programación
- Persona Interesada Directamente – Miembro de la Junta Directiva/Personal/Persona Designada
- Visitante del Parque

Otro: por favor especifica

2. ¿Cada cuánto visitas o utilizas de cualquier otra manera el ESB-MACC?

- Más de 7 veces por semana
- Entre 5 y 7 veces por semana
- Entre 2 y 4 veces por semana
- Una vez por semana
- Una vez al mes
- Menos de una vez al mes



3. ¿Qué tipos de transporte utilizas para llegar al ESB-MACC? Por favor marca todos los que apliquen.

- Vehículo
- Motocicleta
- Capital Metro
- Ride Share (Transporte Compartido)
- Bicicleta
- Caminas

Otro: por favor especifica



### Nuevo Plan Maestro para el ESB-MACC Encuesta de Comentarios Públicos

Versión en Inglés: <https://es.surveymonkey.com/r/esb-macc>

#### Elementos del Plan Maestro

El proceso de la encuesta de comentarios públicos del nuevo Plan Maestro está diseñado para identificar tus deseos y necesidades, basándose en cómo funcionan los espacios existentes, qué desearías que mejorara, y qué visualizas en el futuro para el ESB-MACC. Las siguientes preguntas ayudarán a definir las condiciones existentes y las necesidades específicas, basándose en seis elementos:

- Edificios y Programación
- El Zócalo (La Plaza)
- Circulación
- Frente al Agua
- Paisajismo
- La Gran Entrada

Si eliges un tema que necesita mejoras, por favor selecciona las respuestas que más reflejen tu razonamiento; si las respuestas no son suficientes, por favor elige la opción "Otro" y explica.

#### Edificios y Programación

¿Qué mejoras a los edificios y espacios de programación crees que satisficieran mejor tus necesidades? Por favor elige uno o más y explica.

#### 4. Espacios para Artes Interpretativas (Baile/Teatro/Música)

- No hay suficientes espacios para las artes interpretativas que sienten entre 1 y 100 personas
- No hay suficientes espacios para las artes interpretativas que sienten entre 101 y 199 personas
- No hay suficientes espacios para las artes interpretativas que sienten a más de 200 personas
- Los camerinos son muy pequeños
- Se necesitan mejoras en las instalaciones eléctricas y en la iluminación
- No hay suficiente acústica y aislamiento de ruidos
- Los espacios de apoyo para almacenamiento o escenificación son muy pequeños

Otro (por favor explica)

#### 5. Artes Visuales (Pintura/Escultura/Salones de Clase/Estudios)

- Se necesitan más espacios para salones de clases
- No hay suficiente espacio de mostrador o en el lavatrastos para la limpieza
- El espacio de almacenamiento es muy limitado
- Los salones son muy oscuros o no cuentan con luz natural
- Otro (por favor explica)

#### 6. Galería y Exhibiciones

- El espacio existente de la galería es suficiente
- Me gustaría que el espacio de la galería aumentara un 50%
- Me gustaría que el espacio de la galería aumentara un 100%
- Se necesita almacenamiento con temperatura controlada
- Se necesita un elevador de carga más grande
- Se necesita más espacio de almacenamiento general
- Se necesita espacio para preparaciones
- Otro (por favor explica)

### 7. Artes Culinarias (Clases de Cocina)

- Se necesita un salón de clase estilo cocina
- Se necesita espacio para sentarse en la cocina (por favor especifica cuántos participantes por clase)
- Se necesita más espacio de mostrador y para preparar los alimentos
- Se necesita más espacio de almacenamiento refrigerado
- Se necesitan más gabinetes de almacenamiento general
- Otro (por favor explica)

### 8. Estudio de Baile

- Se necesita un espacio más grande para estudio de baile (por favor especifica el tamaño de la clase)
- Se necesitan mejoras en las instalaciones eléctricas y en la iluminación
- Se necesita mejorar la acústica
- Otro (por favor explica)

### 9. Salones de Clase (Biblioteca/Música/Conferencias/Educación)

- El espacio existente de salones de conferencia es suficiente
- El espacio existente de salones de conferencia no es suficiente (por favor especifica el tamaño o cantidad deseado)
- El espacio existente de salones de clase es suficiente
- El espacio existente de salones de clase no es suficiente (por favor especifica el tamaño o cantidad deseado)
- Otro (por favor explica)

10. ¿Quisieras que se mejoraran o crearan otros edificios o espacios de programación? Por favor explica.

11. ¿Qué nuevas estructuras o espacios quisieras que se agregaran al ESB-MACC para darle apoyo a los proyectos públicos y privados y para ayudar a financiar los programas que mantienen el crecimiento del ESC-MACC? Por favor elige uno o más y explica.

- Concesiones para artistas
- Más área para estacionamiento
- Anfiteatro al aire libre
- Espacios para ventas de alimentos/café
- Tiendas de regalos
- Otro

Por favor explica

12. ¿En qué espacios de los edificios o instalaciones existentes quisieras ver mejoras de accesibilidad de conformidad con la Ley para Personas Discapacitadas (ADA, por sus siglas en inglés)?

- Estacionamiento
- Anfiteatro al aire libre
- Teatro
- Espacios de exhibiciones
- Salones de clases
- Oficinas
- Otro

Por favor explica

13. Si se pudiera incluir una plataforma de observación en el nuevo plan, ¿qué características te gustaría que tuviera o se incluyeran? Por favor elige una o más y explica.

- Estructura con sombra
- Espacio para interpretaciones
- Área para visitantes distinguidos
- La vista (por favor especifica la característica que te gustaría que tuviera)

Por favor explica

14. ¿Qué mejoras podrían aumentar la seguridad o hacerte sentir más tranquilo de cualquier otra manera en cuestiones de seguridad? Por favor elige una o más y explica.

- Iluminación en el estacionamiento
- Iluminación en los caminos de acceso
- Cercado
- Ciclo vías designadas
- Otro

Por favor explica



**Nuevo Plan Maestro para el ESB-MACC  
Encuesta de Comentarios Públicos**

Versión en Inglés: <https://es.surveymonkey.com/r/esb-macc>

**Mejoras a El Zócalo (La Plaza)**

**El Plan abordará una combinación de elementos físicos y de servicios relacionados con La Plaza.**

15. ¿Qué mejoras o cambios a La Plaza podrían aumentar su uso por artistas interpretativos e invitados? Por favor marca todas las que apliquen y explica:

- Sombra
- Iluminación exterior
- Instalaciones y cableado de sonido o audio
- Instalaciones eléctricas
- Asientos fijos
- Dirección u orientación del escenario
- Otro

Por favor explica



**Nuevo Plan Maestro para el ESB-MACC  
Encuesta de Comentarios Públicos**

Versión en Inglés: <https://es.surveymonkey.com/r/esb-macc>

## Acceso al ESB-MACC

**La circulación se refiere a las calles, aceras, caminos, o ciclo vías que te brindan acceso al ESB-MACC.**

16. El acceso principal al MACC es a través de River Street o Lady Bird Lake Trail. ¿Existen obstáculos que quisieras que se retiraran para mejorar la facilidad en la que te diriges hacia y desde el MACC? Por favor elige uno o más y explica.

- Mejorar el acceso a las calles
- Aumentar las rutas o frecuencias de autobuses/transbordos
- Acceso pedestre al ESB-MACC
- Acceso para bicicletas
- Crear un acceso desde el agua
- Otro

Por favor explica



## Nuevo Plan Maestro para el ESB-MACC Encuesta de Comentarios Públicos

Versión en Inglés: <https://es.surveymonkey.com/r/esb-macc>

### Frente al Agua

17. El ESB-MACC colinda con el lago Lady Bird Lake. ¿Qué mejoras quisieras ver para utilizar de mejor manera la relación entre el camino y el agua? Por favor explica:

- Mejor vista del lago
- Crear un acceso acuático
- Incluir asientos
- Mejorar la señalización
- Otro

Por favor explica

18. El ESB-MACC colinda con el Waller Creek (Arroyo Waller). ¿Qué mejoras quisieras ver para utilizar de mejor manera la relación con esta área? Por favor explica:

- El acceso desde el puente de Waller Creek al estacionamiento del ESB-MACC no tiene una buena transición o entrada apropiada
- No existe actualmente un espacio que invite al uso de instalaciones de arte o reuniones
- Otro

Por favor explica



**Nuevo Plan Maestro para el ESB-MACC  
Encuesta de Comentarios Públicos**

Versión en Inglés: <https://es.surveymonkey.com/r/esb-macc>

**Paisajismo**

**El paisajismo o diseño de exteriores se refiere a los elementos que pueden crear espacios al aire libre para reuniones o simplemente mejoran la apariencia estética del terreno del ESB-MACC.**

19. ¿Qué mejoras pueden realzar tu experiencia en el terreno del ESB-MACC? Por favor elige una o más y explica.

- Crear espacios para eventos o reuniones grandes
- Crear espacios tranquilos en entornos que simulen un parque
- Espacios para proyectar películas al aire libre
- Incluir estructuras de sombra para reuniones grandes
- Incluir estructuras de sombra para reuniones pequeñas o íntimas
- Otro

Por favor explica



**Nuevo Plan Maestro para el ESB-MACC  
Encuesta de Comentarios Públicos**

Versión en Inglés: <https://es.surveymonkey.com/r/esb-macc>

**La Gran Entrada**

**Existe una oportunidad de ampliar la entrada del MACC hacia el este, la cual incorporaría la rotonda de tráfico en la intersección de las calles Rainey y River:**

20. Qué elementos de diseño te gustaría ver para mejorar la entrada o que pudieran crear un enlace visual con el Este de Austin? Por favor explica:

- Integrar una escultura o instalación de arte grande
- Reflejar más entornos que simulen un parque
- Mejorar el acceso de vehículos
- Incluir señalización para eventos
- Integrar un jardín cultural o artístico
- Incorporar una parada de autobús
- Otro

Por favor explica



**Nuevo Plan Maestro para el ESB-MACC  
Encuesta de Comentarios Públicos**

Versión en Inglés: <https://es.surveymonkey.com/r/esb-macc>

**Prioridades**

\* 21. Por favor numera las mejoras sobre las cuales has efectuado comentarios por orden de prioridad (#1 para la mejora más importante).

⋮	<input type="text" value="1"/>	Edificios y Programación
⋮	<input type="text" value="2"/>	Mejoras a La Plaza
⋮	<input type="text" value="3"/>	Circulación
⋮	<input type="text" value="4"/>	Frente al Agua
⋮	<input type="text" value="5"/>	Servicios
⋮	<input type="text" value="6"/>	Paisajismo
⋮	<input type="text" value="7"/>	La Gran Entrada



**Nuevo Plan Maestro para el ESB-MACC**  
**Encuesta de Comentarios Públicos**

Versión en Inglés: <https://es.surveymonkey.com/r/esb-macc>

**Programación y pensamientos finales**

22. ¿Qué tipo de programación te gustaría que fuera ofrecida por o a través del ESB-MACC?

- Baile
- Música
- Teatro
- Cinematografía
- Palabra hablada
- Clases de arte
- Clases de música
- Clases de cocina
- Clases de cinematografía y producción de videos
- Otra (por favor explica)

23. ¿Hay algún otro comentario que desees compartir acerca de tu visión del Plan Maestro?

**Nuevo Plan Maestro para el ESB-MACC**  
**Encuesta de Comentarios Públicos**

Versión en Inglés: <https://es.surveymonkey.com/r/esb-macc>

**Información sobre la Persona Encuestada**

\* 24. Nombre completo (nombre y apellido)

25. Sexo

- Femenino
- Masculino

26. Grupo de edad

- Menos de 17 años
- Entre 18 y 24 años
- Entre 25 y 34 años
- Entre 45 y 54 años
- Entre 55 y 64 años
- Más de 65 años

\* 27. Código Postal del hogar

28. Ingresos familiares aproximados

- Menos de \$25,000
- Entre \$25,001 y \$49,999
- Entre \$50,000 y \$74,999
- Entre \$75,000 y \$99,000
- Más de \$100,000

29. Estado Civil

- Casado, en unión civil, o pareja de hecho
- Soltero

30. Estado de Paternidad (Por favor marca todas las que apliquen)

- Tengo hijos menores de 12 años
- Tengo hijos entre los 12 y los 15 años
- Tengo hijos mayores de 16 años
- No tengo hijos

31. Origen Étnico o Racial

- Blanco no hispano
- Afro Americano
- Hispano/Latino
- Asiático Americano
- Otro

Por favor explica

**Nuevo Plan Maestro para el ESB-MACC  
Encuesta de Comentarios Públicos**

Versión en Inglés: <https://es.surveymonkey.com/r/esb-macc>

¡Has terminado la encuesta!

**Tus respuestas han sido registradas. Gracias por participar.**

**Por favor asegúrate de compartir esta encuesta con tus familiares, amigos y cualquier otra red personal que creas que podría estar interesada en este proceso.**

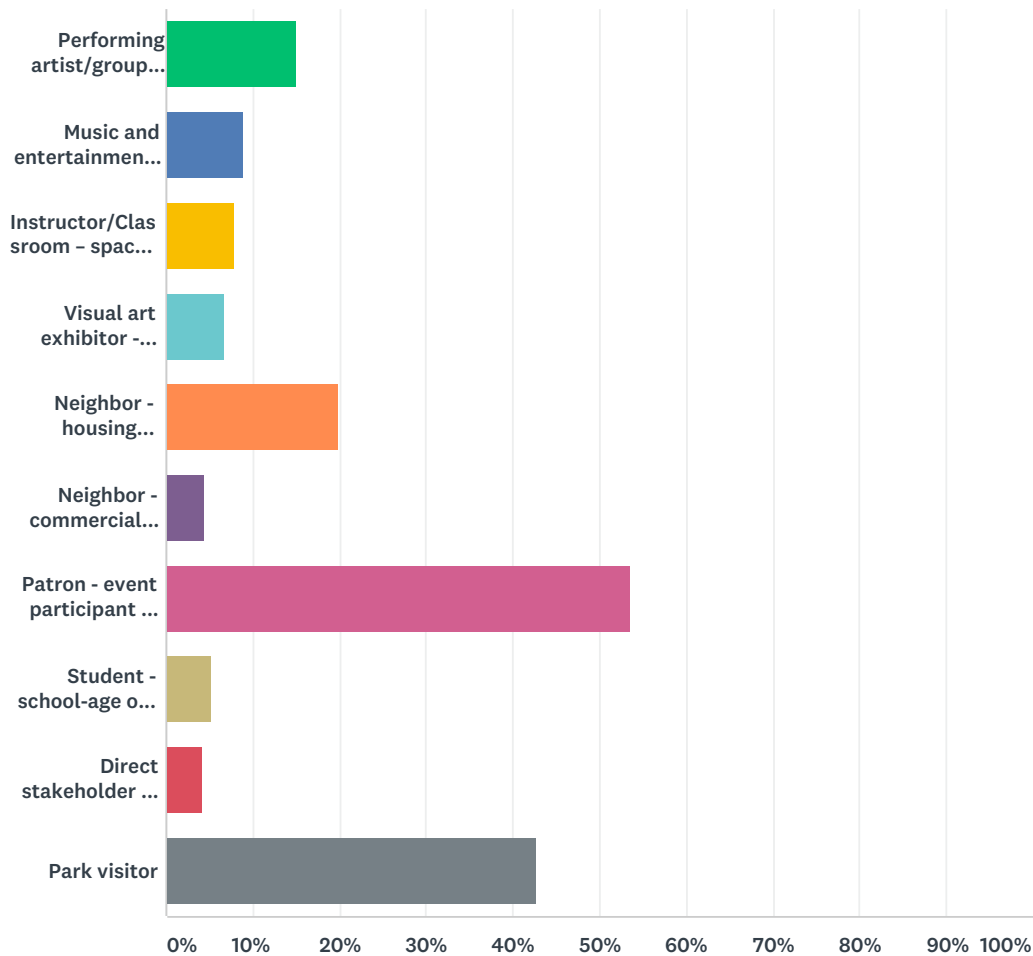
**TAB 16- PHASE 1 SURVEY REPORT**

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## Q1 What best describes your activity related to the ESB-MACC? Please check all that apply.

Answered: 267 Skipped: 20



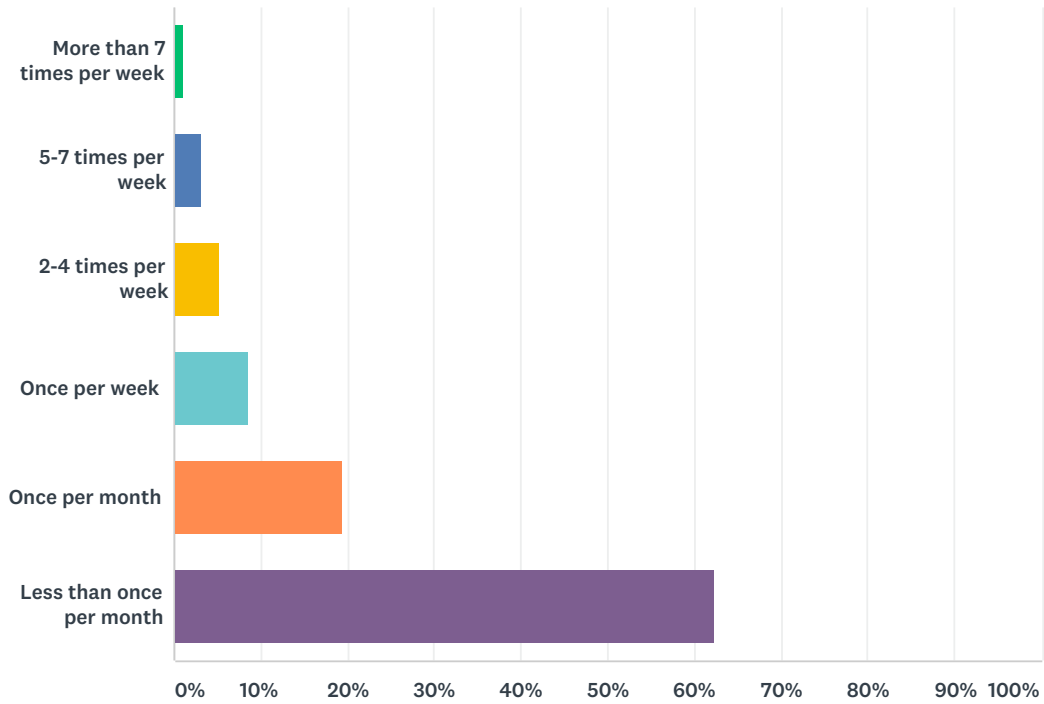
ANSWER CHOICES	RESPONSES	
Performing artist/group – space user	14.98%	40
Music and entertainment booking/management – space user	8.99%	24
Instructor/Classroom – space User	7.87%	21
Visual art exhibitor - space user	6.74%	18
Neighbor - housing resident	19.85%	53
Neighbor - commercial resident	4.49%	12
Patron - event participant or guest	53.56%	143
Student - school-age or programming	5.24%	14
Direct stakeholder - Board Member/staff/committee appointee	4.12%	11
Park visitor	42.70%	114

Total Respondents: 267

#	OTHER (PLEASE SPECIFY)	DATE
1	Send staff to do programs at MACC	7/20/2017 4:28 PM
2	I enjoy the sense of the latino community that is there. Dont push us out of our own grounds	7/20/2017 7:54 AM
3	I work at the macc	7/14/2017 5:07 PM
4	Manager of the Center	7/14/2017 2:40 PM
5	Employee	7/14/2017 12:41 PM
6	Office Administrative	7/13/2017 1:21 PM
7	Attend meetings	6/26/2017 1:19 PM
8	Town Lake Neighborhood Association (TLNA) _president	6/26/2017 10:59 AM
9	original planner	6/25/2017 11:46 PM
10	poor tax payer	6/23/2017 10:47 AM
11	AISD art teacher who participates in their student show	6/23/2017 6:01 AM
12	Taxpayer	6/23/2017 2:39 AM
13	Would love to see better space for dancers. Wings, sight lines, better flooring	6/22/2017 9:37 PM
14	I don't understand why we have such a place supported by our tax dollars when there are so many areas that need supporting!!!	6/22/2017 8:21 PM
15	Dance	6/22/2017 5:27 PM
16	none	6/22/2017 2:56 PM
17	1st time learning about it	6/22/2017 11:15 AM
18	City Resident	6/22/2017 10:48 AM
19	Conference - Space User	6/22/2017 10:46 AM
20	parent of child who attends summer camp there	6/22/2017 10:42 AM
21	Nothing....giant waste of space and money	6/22/2017 10:36 AM
22	Assimilate as European cultures did do not create things like this that drive division amongst us	6/22/2017 10:36 AM
23	Designer	6/21/2017 1:09 PM
24	Neighboring organization	6/20/2017 11:49 AM
25	Participate w/Bronze Band & attend various functions	6/17/2017 4:43 PM
26	Former board member and current member of Cuauhtli Academy	6/15/2017 1:00 PM
27	I	6/14/2017 12:16 PM
28	Public Art Specialist	6/13/2017 11:34 AM
29	Dia de los Muertos co-event.	6/11/2017 10:24 PM
30	community artist	5/30/2017 10:55 AM

## Q2 How often do you visit or otherwise use the ESB-MACC?

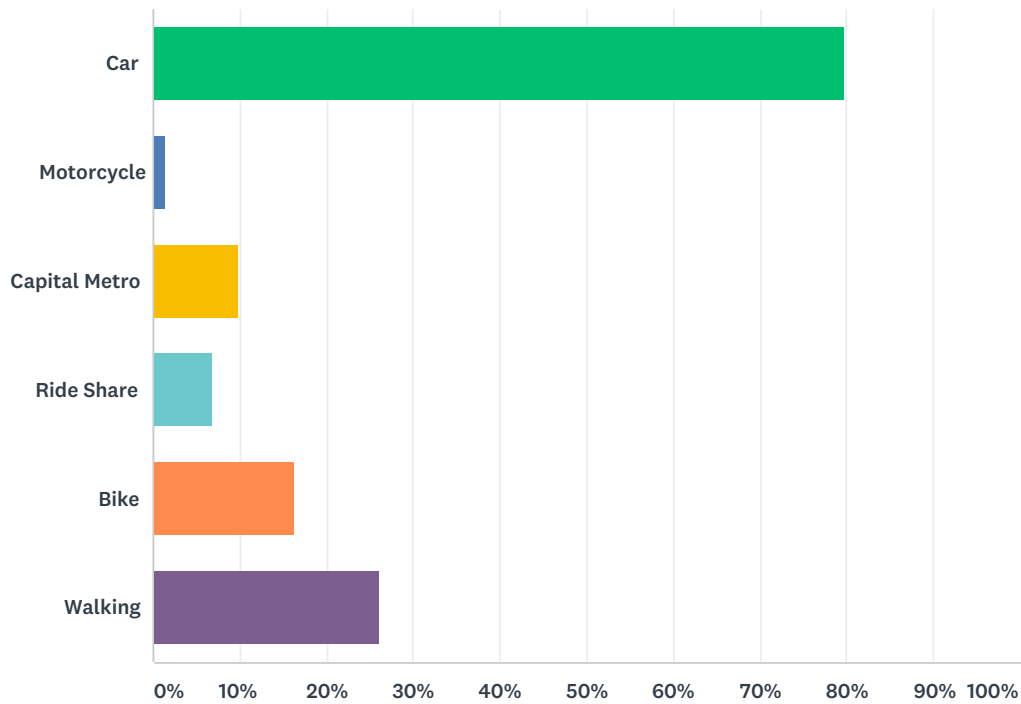
Answered: 282 Skipped: 5



ANSWER CHOICES	RESPONSES	
More than 7 times per week	1.06%	3
5-7 times per week	3.19%	9
2-4 times per week	5.32%	15
Once per week	8.51%	24
Once per month	19.50%	55
Less than once per month	62.41%	176
<b>TOTAL</b>		<b>282</b>

### Q3 What form(s) of transportation do you use to access the ESB-MACC? Check all that apply.

Answered: 276 Skipped: 11



ANSWER CHOICES	RESPONSES
Car	79.71% 220
Motorcycle	1.45% 4
Capital Metro	9.78% 27
Ride Share	6.88% 19
Bike	16.30% 45
Walking	26.09% 72
Total Respondents: 276	

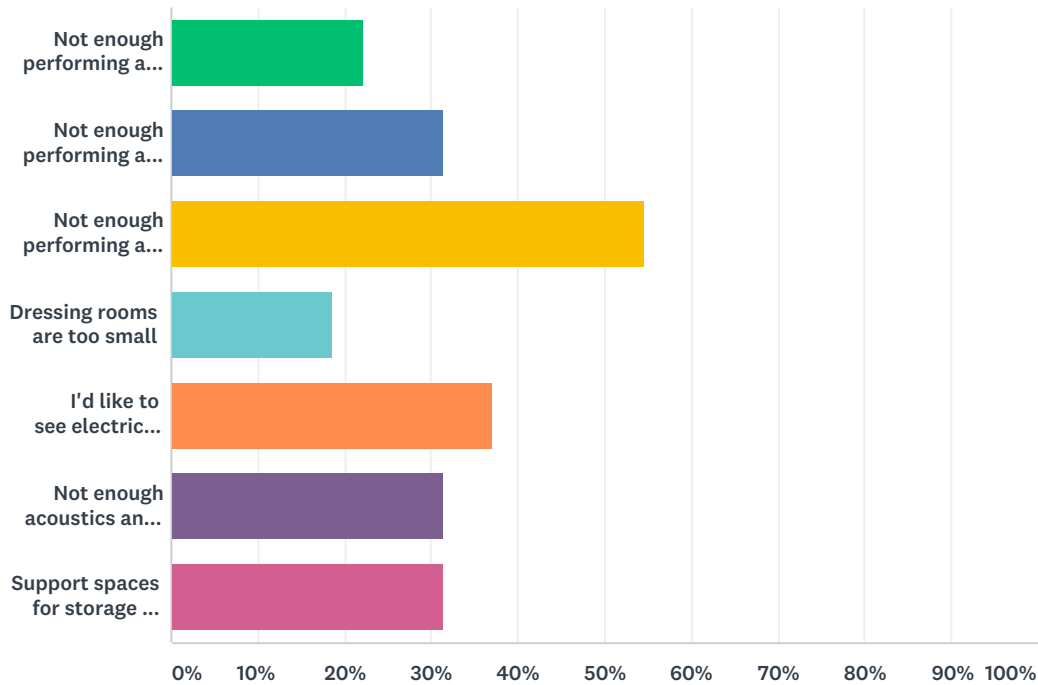
#	OTHER (PLEASE SPECIFY)	DATE
1	Being dropped off	7/17/2017 8:56 AM
2	Car2go	6/25/2017 11:41 AM
3	None. Never been there	6/23/2017 2:39 AM
4	Love the summer camps. Would like to see more physical activity. Ballet folklorico, soccer, even swimming or a splash park	6/22/2017 9:37 PM
5	I don't go there	6/22/2017 2:56 PM
6	None	6/22/2017 11:15 AM
7	None	6/22/2017 10:48 AM
8	a burro	6/22/2017 10:36 AM



9	Na	6/22/2017 10:36 AM
10	specifically, I like to use the train.	6/6/2017 3:55 PM

## Q4 Performing Arts (Dance/Theater/Music) spaces

Answered: 108 Skipped: 179



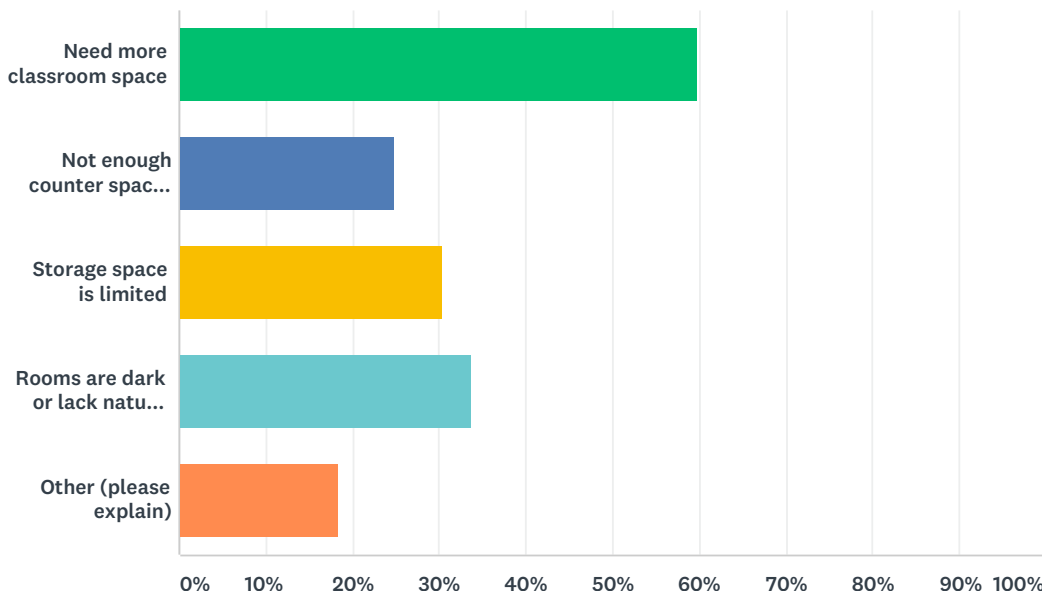
ANSWER CHOICES	RESPONSES
Not enough performing arts spaces that seat 1-100 people	22.22% 24
Not enough performing arts spaces that seat 101-199 people	31.48% 34
Not enough performing arts spaces that seat 200+ people	54.63% 59
Dressing rooms are too small	18.52% 20
I'd like to see electrical and lighting improvements	37.04% 40
Not enough acoustics and sound insulation	31.48% 34
Support spaces for storage or staging are too small	31.48% 34
Total Respondents: 108	

#	OTHER (PLEASE EXPLAIN)	DATE
1	We have several music collaborators and performances a year as well as music classes. A sound booth and adequate music room would be desirable.	7/14/2017 3:47 PM
2	This is a dead building and waste of waterfront space. Nothing ever happens here and is a stale riverfront block.	6/27/2017 9:32 PM
3	MORE PARKING	6/26/2017 9:44 AM
4	Not enough access to facilities, e.g. parking, hours, activities, etc.	6/25/2017 11:58 PM
5	Not enough routinized free or low cost programming to draw in locals especially people with 9-5 work and/or kids. For example, Cine las Americas is fantastic but poorly advertised, nobody knows how to park (weirdly secretive pass system), and at hours that bring out retirees but not others.	6/25/2017 11:51 AM
6	fix roads first	6/23/2017 12:52 PM

7	Enough space but ridiculous to book only ine cultures type of events. Also the board is actually a hinderence to facility success limiting new activities and sticking only with favored events.	6/22/2017 5:22 PM
8	ive only ever attended a thing here once, i just want it's design to be good	6/22/2017 3:36 PM
9	MACC needs a theater fully equiped! Good lightning, larger stage with good floor suitable for dance concerts, more seats for audience with good view of the stage (the current set up does not allow people behind the front line to watch what's happening in the front area of the stage).	6/22/2017 3:08 PM
10	N.A.	6/22/2017 2:58 PM
11	COSTS TAXPAYERS	6/22/2017 2:43 PM
12	-Sprung floors -Visible sightlines -wings for stage	6/22/2017 1:32 PM
13	PROPER THEATRE SUITABLE FOR DANCE!!! We need space with wings, a sprung-wood floor, and seating that has excellent sight lines. The present auditorium has a floor with holes that have to be covered so that dancers are safe, no wings, inadequate lighting equipment, and terrible sight lines.	6/22/2017 12:54 PM
14	More shade, the plaza is like a heat island.	6/22/2017 12:40 PM
15	No open first floor bathroom during events.	6/22/2017 12:35 PM
16	We need space with wings, a sprung-wood floor, and seating that has excellent sight lines. The present auditorium has a floor with holes that have to be covered so that dancers are safe, no wings, inadequate lighting equipment, and terrible sight lines.	6/22/2017 12:24 PM
17	More advertising of events taking place at the MACC	6/22/2017 11:51 AM
18	N/A	6/22/2017 11:26 AM
19	like to see events marketed to the whole of the urban community	6/22/2017 11:08 AM
20	there has been little to no outreach to even allow our 501 c3 the south austin museum of popular culture to access or utilize these facilities ...( we currently do receive money from the city of austin for our cultural events and exhibitions) - .from what i can tell the space is severly underutilized by the community in total and would like to see how utilized the macc really is	6/22/2017 10:50 AM
21	Not enough bathrooms open during large events	6/22/2017 10:37 AM
22	A theater with fixed seating would be a tremendous addition to the MACC. This would permit larger audience and comfortable seating. It would also be more attractive to performers.	6/17/2017 4:57 PM
23	I strongly recommend a waterfront amphitheater for use for community events like weddings, meetings, quinceneras, etc.	6/15/2017 1:08 PM
24	none of this matters if the facility is not actually available to the public. the hours and the administration of the MACC tells people "keep out". Don't invest another dime if that's the way it will be operated.	6/14/2017 12:31 PM
25	I have hosted an event at the Blackbox theater and I found it to be very well set up for a panel discussion event. For the larger theater, I would want to know how often the space gets used.	6/11/2017 10:40 PM

## Q5 Visual Arts (Painting/Sculpture/Classrooms/Studios)

Answered: 92 Skipped: 195



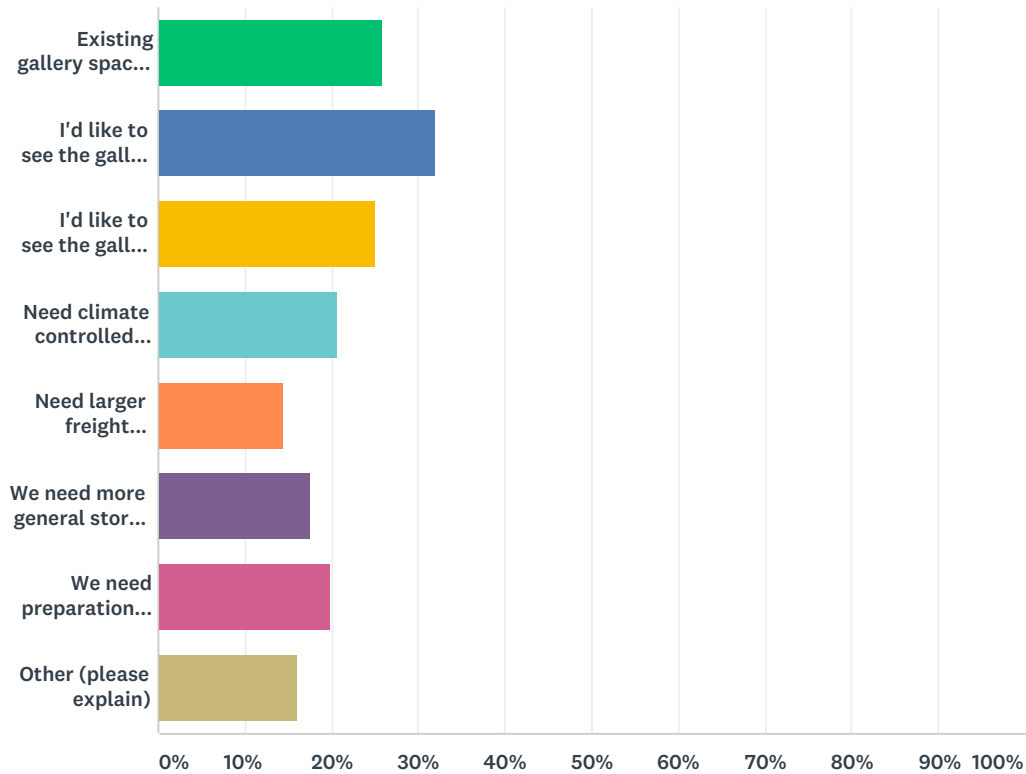
ANSWER CHOICES	RESPONSES
Need more classroom space	59.78% 55
Not enough counter space or sink facilities for cleanup	25.00% 23
Storage space is limited	30.43% 28
Rooms are dark or lack natural light	33.70% 31
Other (please explain)	18.48% 17
Total Respondents: 92	

#	OTHER (PLEASE EXPLAIN)	DATE
1	create something like Canopy, with long-term tenants renting art studio/space	7/16/2017 7:50 AM
2	Sinks need to be wider and deeper for students to clean their art materials. Bathrooms need to be inside so students don't need to go outside where the general public and homeless are using the bathrooms. A dedicated space would be useful for students when they are outside during playtime.	7/14/2017 3:47 PM
3	What about regular evening classes aimed at locals? If they happen I haven't heard	6/25/2017 11:51 AM
4	Not applicable to my visits as a patron	6/24/2017 9:04 AM
5	fix roads first	6/23/2017 12:52 PM
6	A sound proof room and some kind of recording studio would be pod great benefit.	6/22/2017 8:55 PM
7	ive only ever attended a thing here once, i just want it's design to be good	6/22/2017 3:36 PM
8	N.A.	6/22/2017 2:58 PM
9	COSTS TAXPAYERS	6/22/2017 2:43 PM
10	More advertising of visual art class offerings at the MACC	6/22/2017 11:51 AM
11	N/A	6/22/2017 11:26 AM
12	same as above	6/22/2017 10:50 AM

13	Larger classroom are needed to reduce crowding.	6/17/2017 4:57 PM
14	none of this matters if the facility is not actually available to the public. the hours and the administration of the MACC tells people "keep out". Don't invest another dime if that's the way it will be operated.	6/14/2017 12:31 PM
15	A large workspace (warehouse type) for production of art pieces by artists in residence should be available for extended periods. Large high quality backdrops for performances could also be produced.	6/13/2017 11:58 AM
16	Re: Visual Arts classes. I have registered/paid for a class that was cancelled but I was not informed until I arrived at the class. I have also registered for a class that was not at all the subject matter that was advertised. Please revisit the coordination of these classes. My experiences have all been unpleasant.	6/12/2017 9:39 AM
17	lacking space and equipment necessary for glass and ceramic/pottery disciplines	5/31/2017 4:07 PM

## Q6 Gallery & Exhibit

Answered: 131 Skipped: 156



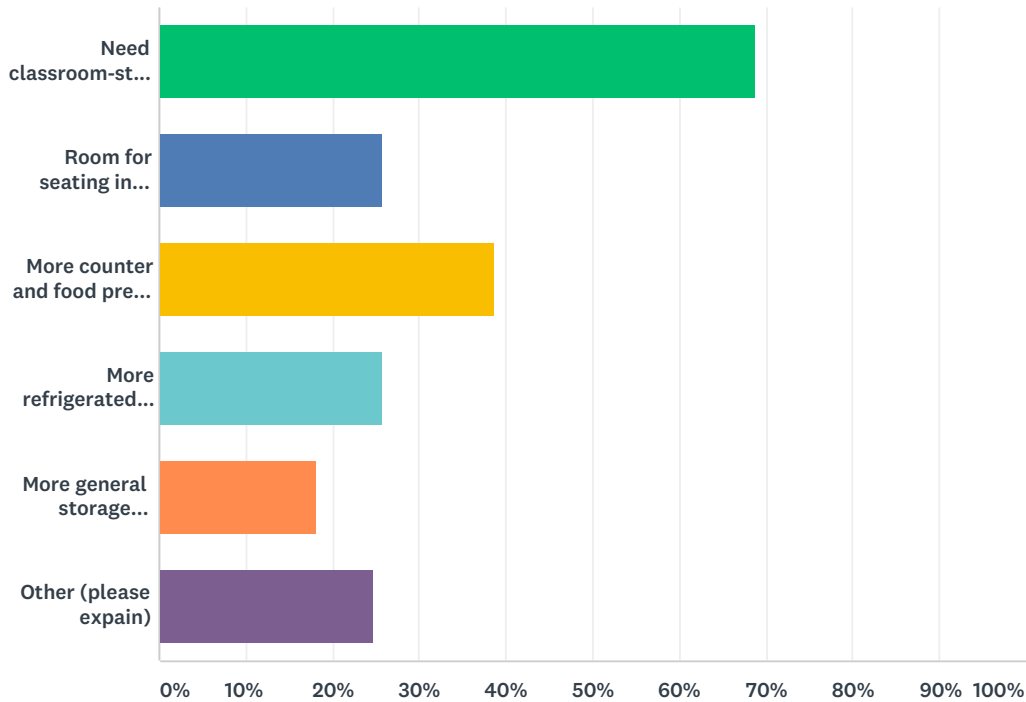
ANSWER CHOICES	RESPONSES
Existing gallery space is sufficient	25.95% 34
I'd like to see the gallery space increase by 50%	32.06% 42
I'd like to see the gallery space increase by 100%	25.19% 33
Need climate controlled storage	20.61% 27
Need larger freight elevator	14.50% 19
We need more general storage space	17.56% 23
We need preparation space	19.85% 26
Other (please explain)	16.03% 21
Total Respondents: 131	

#	OTHER (PLEASE EXPLAIN)	DATE
1	Another gallery space is needed that does not include so many windows. Multi-media installation exhibits are limited because of the amount of light that is in the current exhibit space. Currently the kitchen area is used for the staff lounge but in the new masterplan a separate lounge area for the staff should be designed and the gallery spaces should be utilized only for the exhibits.	7/14/2017 3:47 PM
2	The downstairs gallery space needs a space for a desk/work space, right now staff needs to run by to unlock anytime someone wants to view it.	7/13/2017 11:52 AM

3	Gallery is rarely manned and remains closed most hours, UV protection for skylights would allow exhibits from Smithsonian, entire gallery should be a community gallery for local artists and community gallery should be turned into a gift shop, exhibits are not displayed in an appealing manner.	6/25/2017 11:58 PM
4	NA	6/25/2017 11:51 AM
5	fix roads first	6/23/2017 12:52 PM
6	Space is great but highly underutilized.	6/22/2017 5:22 PM
7	ive only ever attended a thing here once, i just want it's design to be good	6/22/2017 3:36 PM
8	N.A.	6/22/2017 2:58 PM
9	COSTS TAXPAYERS	6/22/2017 2:43 PM
10	More advertising of exhibits being held at the MACC	6/22/2017 11:51 AM
11	N/A	6/22/2017 11:26 AM
12	like to see some permanent installations following the other Museums in Austin.	6/22/2017 11:08 AM
13	same as above	6/22/2017 10:50 AM
14	Climate control would permit storage of climate sensitive materials until they are used and/or displayed.	6/17/2017 4:57 PM
15	O	6/16/2017 3:53 PM
16	none of this matters if the facility is not actually available to the public. the hours and the administration of the MACC tells people "keep out". Don't invest another dime if that's the way it will be operated.	6/14/2017 12:31 PM
17	Acoustics need major improvement in the gallery, often impossible to hear speakers. Perhaps the additional space would allow for this. Also, a large space for doing prep work would be an excellent improvement for large scale exhibitions and installations.	6/13/2017 11:58 AM
18	1. Again confusion...I arrived for an exhibit opening at the time advertised in the MACC ads only to be told at the door that the exhibit would not open for another 30 minutes. We were forced to wait outside in the heat even though the very sign on the door indicated the opening time. 2. Folk Art exhibit.	6/12/2017 9:39 AM
19	Has there been exhibits in the past that have not exhibited to their full potential because of storage or freight constraints?	6/11/2017 10:40 PM
20	the community gallery could be more accesible in times that the auditorium is not open	6/10/2017 1:28 PM
21	Multiple level gallery spaces as well.	5/31/2017 4:07 PM

## Q7 Culinary Arts (Cooking Classes)

Answered: 93 Skipped: 194



ANSWER CHOICES	RESPONSES
Need classroom-style kitchen	68.82% 64
Room for seating in kitchen (how specify many participants per class)	25.81% 24
More counter and food prep space	38.71% 36
More refrigerated storage	25.81% 24
More general storage cabinets	18.28% 17
Other (please explain)	24.73% 23
Total Respondents: 93	

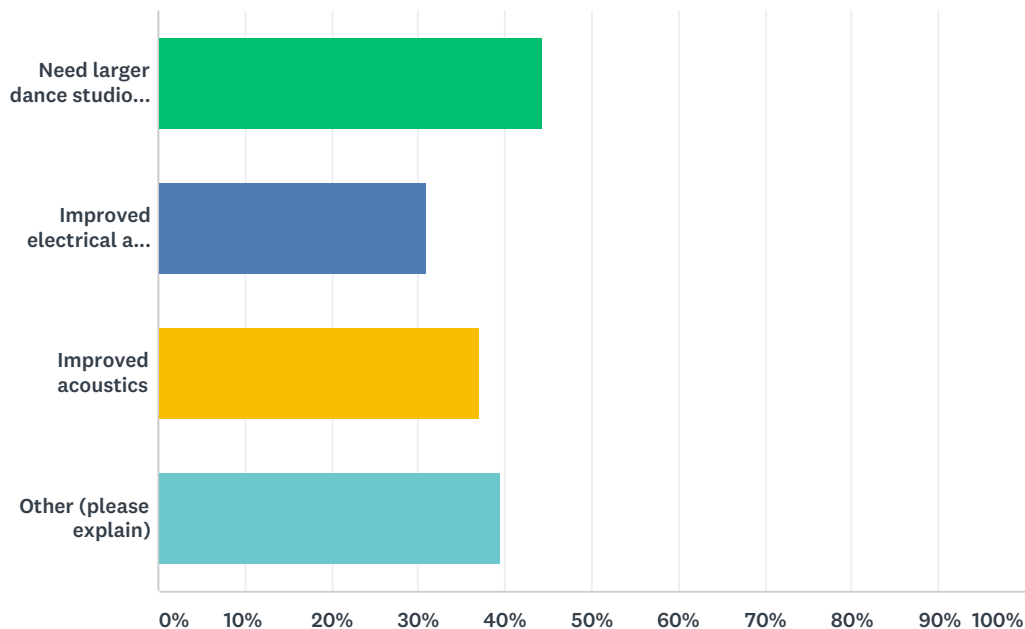
#	OTHER (PLEASE EXPLAIN)	DATE
1	Hold skills for living courses	7/20/2017 7:57 AM
2	If the kitchen is going to be used for classes, then yes, everything expanded is a must. In general, it would be a good idea to have the current available cabinet space labeled for the different continuing MACC produced events, LARP usage and rentals (people who are rarely in use of the kitchen). As it is now, only the staff know approximately where the kitchen items go, which get messy quick if anyone else used the kitchen.	7/17/2017 9:49 AM
3	Culinary classroom like le cordon bleu rows of cooking counters with stove tops on each row. class could fit 16-20 people	7/13/2017 11:52 AM
4	I'd love to see larger classes, with seating for up to 50 -- or to have seating and tables for 25-30. Can you imagine the fun of a large scale tamalada? I can!	6/30/2017 10:28 AM
5	Not interested.	6/25/2017 11:58 PM
6	NA	6/25/2017 11:51 AM



7	Not important to me	6/24/2017 9:04 AM
8	fix roads first	6/23/2017 12:52 PM
9	The kitchen could serve to teach our children and also to teach Latin cooking classes to the greater Austin community.	6/22/2017 8:55 PM
10	This is a huge and wasteful expense.	6/22/2017 5:22 PM
11	N.A.	6/22/2017 2:58 PM
12	COSTS TAXPAYERS	6/22/2017 2:43 PM
13	Adequate	6/22/2017 12:11 PM
14	I didn't even know this was an offering - so more advertising of cooking class offerings at the MACC	6/22/2017 11:51 AM
15	I am not familiar with the cooking space at the ESB-MACC but would like to add that a culinary education space would be fantastic for healthy, home cooking lessons. Generally, an industrial kitchen with ample seating for participants (~20-30) would be great.	6/22/2017 11:45 AM
16	20-30 participants per class for room for seating in kitchen	6/22/2017 11:31 AM
17	N/A	6/22/2017 11:26 AM
18	I haven't take a cooking class there.	6/22/2017 11:06 AM
19	A classroom-style kitchen would enhance presentation of cooking classes, particularly those which encourage the continuation of culturally applicable dishes.	6/17/2017 4:57 PM
20	Tables and chairs for coffee and food	6/15/2017 1:08 PM
21	none of this matters if the facility is not actually available to the public. the hours and the administration of the MACC tells people "keep out". Don't invest another dime if that's the way it will be operated.	6/14/2017 12:31 PM
22	Locate culinary kitchen with dining capacity near new theater space with covered outdoor seating.	5/31/2017 4:07 PM
23	No opinion. Have not attended a cooking class. But sounds like something I'd attend with my 6 year old daughter.	5/31/2017 9:54 AM

## Q8 Dance Studio

Answered: 81 Skipped: 206



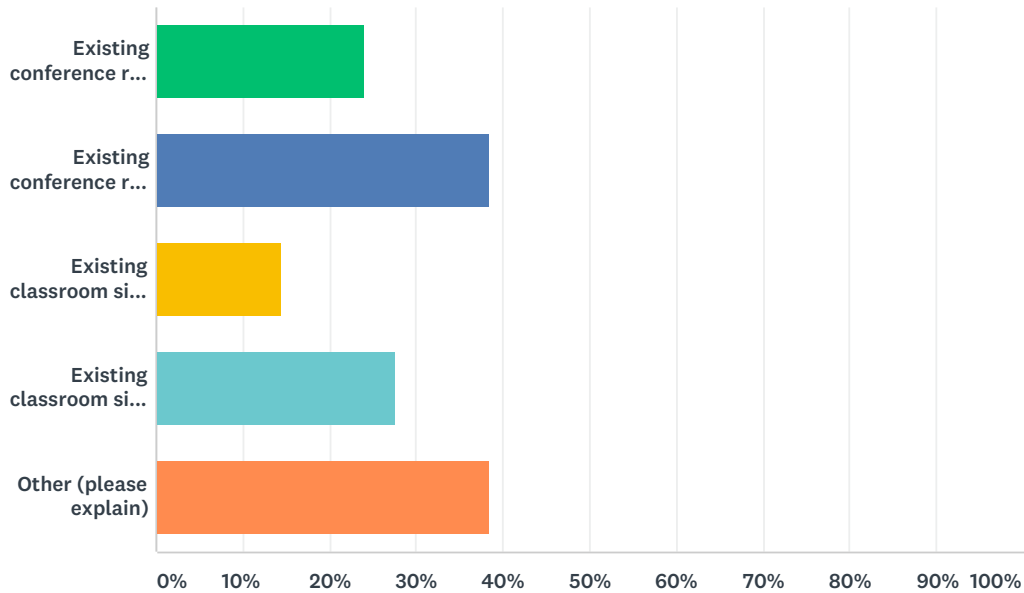
ANSWER CHOICES	RESPONSES
Need larger dance studio space (please specify class size)	44.44% 36
Improved electrical and lighting	30.86% 25
Improved acoustics	37.04% 30
Other (please explain)	39.51% 32
Total Respondents: 81	

#	OTHER (PLEASE EXPLAIN)	DATE
1	I think the current dance studio works. It is an odd shape, but different programs have used the shape to create the unique feeling not found in other spaces. It would be best if another dance studio was a part of the second phase of the building to create a larger or different dance space to be used.	7/17/2017 9:49 AM
2	better dance floors	7/14/2017 5:28 PM
3	Improved floor	7/14/2017 12:43 PM
4	entrance area where we can set up a table for people to register for classes also this could house cubbies that hold personal belongings. The dance studio also needs storage space to store very large items, our capoeira mats take up a lot of space.	7/13/2017 11:52 AM
5	No comment	6/29/2017 5:15 PM
6	Need space for performance, e.g. Phases 2 and 3 should be completed.	6/25/2017 11:58 PM
7	Na	6/25/2017 11:51 AM
8	Not applicable to me	6/24/2017 9:04 AM
9	fix roads first	6/23/2017 12:52 PM
10	Floor is inadequate for dancers	6/22/2017 5:29 PM

11	The dance studio needs professional dance floor	6/22/2017 3:57 PM
12	ive only ever attended a thing here once, i just want it's design to be good	6/22/2017 3:36 PM
13	N.A.	6/22/2017 2:58 PM
14	COSTS TAXPAYERS	6/22/2017 2:43 PM
15	The floor is not good for dancers, it has holes in it among other issues.	6/22/2017 2:23 PM
16	Sprung floors	6/22/2017 1:32 PM
17	An additional Dance Studio Space	6/22/2017 12:32 PM
18	must have sprung floor and be a rectangle room	6/22/2017 12:24 PM
19	Adequate	6/22/2017 12:11 PM
20	Same - more advertising that there are dance class offerings at the MACC - I had no idea	6/22/2017 11:51 AM
21	Need a dance studio that has proper dance flooring and a standard rectangular shape. Ideally, there should be more than one dance studio (for example, one with a sprung-wood Marley flooring for bare feet, and one with a hard wood floor suitable for folklorico).	6/22/2017 11:50 AM
22	dance studio to accommodate class size of 50+	6/22/2017 11:31 AM
23	N/A	6/22/2017 11:26 AM
24	I have just visit the big areas.	6/22/2017 11:06 AM
25	30+	6/22/2017 10:43 AM
26	15 -30	6/17/2017 12:22 PM
27	A proper dance floor	6/15/2017 8:07 PM
28	Need sprung Dance floor and quality roll out Marley dance floor.	6/15/2017 1:43 PM
29	Our students in Academia Cuauhtli meet every Saturday with their parents and we regularly use pre-hispanic danza to teach movement, music, and ceremony that requires more space--for approximately twenty fourth graders, ten parents, 3-4 teachers, and approximately 5-7 visitors. Our Academia will grow in numbers during the next, fourth year of operation at the MACC.	6/15/2017 1:08 PM
30	none of this matters if the facility is not actually available to the public. the hours and the administration of the MACC tells people "keep out". Don't invest another dime if that's the way it will be operated.	6/14/2017 12:31 PM
31	I have never seen the dance studio. I didn't even know there was one.	6/5/2017 9:44 AM
32	Not just larger but multiple dance studio space.	5/31/2017 4:07 PM

## Q9 Classrooms (Library/Music/Conference/Education)

Answered: 83 Skipped: 204



ANSWER CHOICES	RESPONSES
Existing conference room sizes meet our needs	24.10% 20
Existing conference room sizes are not sufficient (please specify desired size or quantities)	38.55% 32
Existing classroom sizes meet our needs	14.46% 12
Existing classroom sizes are not sufficient (please specify desired size or quantities)	27.71% 23
Other (please explain)	38.55% 32
Total Respondents: 83	

#	OTHER (PLEASE EXPLAIN)	DATE
1	These two existing type of rooms work for the most part. More if the community would be served if there were more room options. A second conference room to fit 20-25 people would be great for many uses by the City and the community (like the AARC). The size the current classrooms is sufficient, but again more available options is the issue. If two to four more classrooms spaces were created in the next phase that were a little larger, these rooms would be utilized with more programs and community needs like ESL classes.	7/17/2017 9:49 AM
2	For our conference room should fit 20 to 30 max. With av equipment installations	7/14/2017 5:28 PM
3	All existing room need to be doubled due to programming needs. The community has stressed a need for a larger community room that would hold 50 - 80 people.	7/14/2017 3:47 PM
4	twice as big or separate building	7/14/2017 12:43 PM
5	conf room is good size but it would be good to have two. More classrooms and they should not have offices in them. Right now staff interrupts class every time they leave or return to office.	7/13/2017 11:52 AM
6	Need more conference rooms, especially larger rooms (50 or more people).	6/29/2017 5:15 PM
7	Conference room should be able to accommodate double maximum room capacity currently available.	6/26/2017 9:39 AM

8	Multipurpose room was supposed to be used for larger gatherings but because larger theater spaces are lacking, it's been turned into a theater and it doesn't measure up. FINISH Phase 2 and 3!	6/25/2017 11:58 PM
9	Na	6/25/2017 11:51 AM
10	No applicable to me	6/24/2017 9:04 AM
11	fix roads	6/23/2017 12:52 PM
12	ive only ever attended a thing here once, i just want it's design to be good	6/22/2017 3:36 PM
13	N.A.	6/22/2017 2:58 PM
14	COSTS TAXPAYERS	6/22/2017 2:43 PM
15	Your survey App SUCKS	6/22/2017 12:35 PM
16	At least 1 more	6/22/2017 12:32 PM
17	Conference room for +300 people	6/22/2017 12:26 PM
18	Adequate	6/22/2017 12:11 PM
19	More information about rentals of event and conference room space - whether or not these resources are available to the public	6/22/2017 11:51 AM
20	Conference rooms to accommodate 40-50 people Classroom for 30-50 people	6/22/2017 11:31 AM
21	N/A	6/22/2017 11:26 AM
22	I haven't been there for any other conference event.	6/22/2017 11:06 AM
23	2 more classrooms and 2 more conference rooms.	6/20/2017 1:04 AM
24	A library is needed to display and loan out books. Of particular interest would be books, audio, and video (film) which document cultural, historical and personal experiences.	6/17/2017 4:57 PM
25	The music and dance areas need to be expanded.	6/15/2017 8:07 PM
26	See above. We have outgrown the Salinas Room.	6/15/2017 1:08 PM
27	It would be great to have a larger, open space for large events. I haven't explored the options for smaller meetings.	6/15/2017 8:09 AM
28	none of this matters if the facility is not actually available to the public. the hours and the administration of the MACC tells people "keep out". Don't invest another dime if that's the way it will be operated.	6/14/2017 12:31 PM
29	While existing conference rooms and classrooms appear to be sufficient, there is room for expansion to allow growth for larger high quality activities to attract larger participation.	6/13/2017 11:58 AM
30	We need an additional classroom that can accommodate 20+ people.	6/6/2017 3:59 PM
31	Any thing would help to have bigger and multiple spaces period!	5/31/2017 4:07 PM
32	If possible, designate a children's corner. Where children and visit and look at bilingual books.	5/31/2017 9:54 AM

## Q10 Are there other building or programming spaces you would like to see improved or created? Please explain.

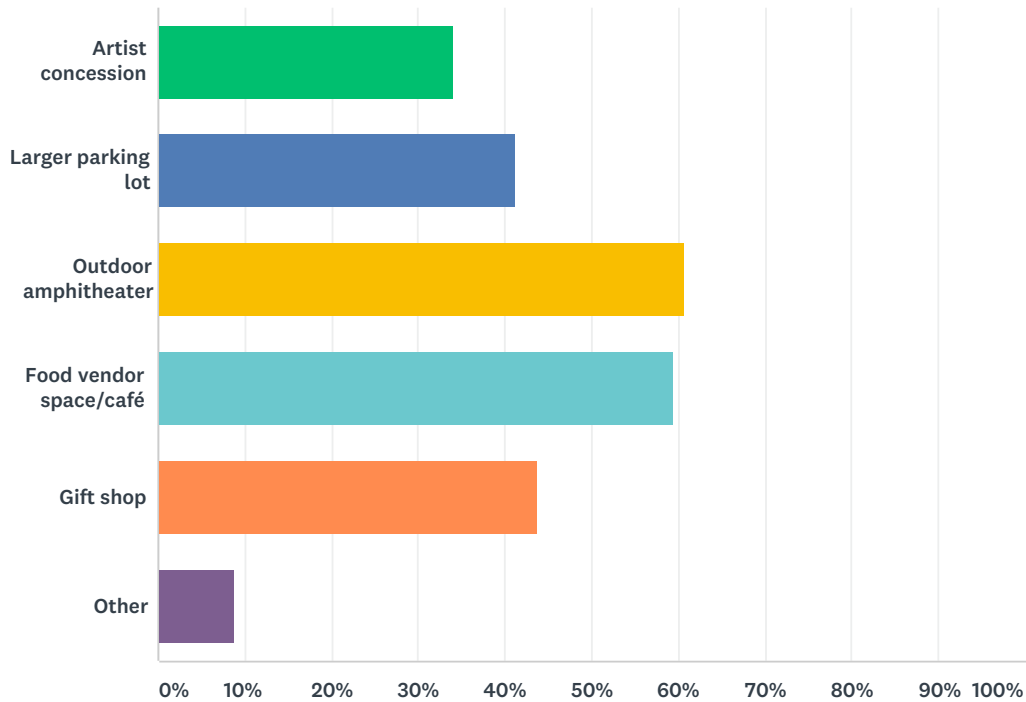
Answered: 46 Skipped: 241

#	RESPONSES	DATE
1	Covered outdoor areas for visitors	7/21/2017 11:08 PM
2	The library could use a larger space that includes a more comfortable setting or small designated play area that could be turned into the story time area when programming calls for it. Bookshelves with taller shelves is a strong need, the current shelves are too short for a large portion of the books being housed. We currently do have some comfortable seating and a tiny table that gets toys every once in a while. When story time occurs, the whole room has to be reorganized to accommodate the upcoming time.	7/17/2017 9:49 AM
3	Every single day, there should be a reason that the general public wants to visit the MACC. Better programming is crucial.	7/16/2017 7:50 AM
4	A green room for video filming and a audio recording studio. Both rooms could share the control booth with windows looking at each others tracking room.	7/14/2017 5:28 PM
5	A new theater space is a must. The auditorium and black box are not sufficient theater spaces, or dance, theater, music, or any art performances.	7/14/2017 3:47 PM
6	acoustic room	7/14/2017 12:43 PM
7	Community Garden! Create a space for it that will be permanent and so we dont have to move it if we add more additions.	7/13/2017 11:52 AM
8	I'd love to see public art installations outdoors, in the grounds.	6/30/2017 10:28 AM
9	I'm not sure if this is the right location for this comment but overall the architecture and materials are too harsh. The facility looks like it was built in the mid-to-late 1960's, not the late 1990's. Any new buildings should be complementary but more contemporary and welcoming.	6/29/2017 5:15 PM
10	Community gardens	6/26/2017 9:39 AM
11	We need a multilevel parking garage and shade on the Plaza.	6/25/2017 11:58 PM
12	I have to put NA because MACC does poor job advertising what it is they do.	6/25/2017 11:51 AM
13	N/A	6/25/2017 3:52 AM
14	More outdoor sculptures please	6/24/2017 9:04 AM
15	there is a huge demand for convention groups looking for reception spaces to hold up to 3000 in the evenings- would be a fantastic revenue generator for the venue to accommodate and educational for out of towners- make sure to capitalize on the water view	6/24/2017 6:33 AM
16	roads	6/23/2017 12:52 PM
17	A maker space would be nice!	6/23/2017 6:08 AM
18	A space for "dinner and theatre" style programming to take place.	6/22/2017 8:55 PM
19	Outdoor music / performance stage	6/22/2017 8:25 PM
20	Need more light	6/22/2017 5:20 PM
21	N/A	6/22/2017 2:02 PM
22	since performing venues in Austin are limited, it would be great if the MCC was open to other theater artists using the space a few times a year.	6/22/2017 12:39 PM
23	More staff office spaces	6/22/2017 12:32 PM
24	We need space with wings, a sprung-wood floor, and seating that has excellent sight lines. The present auditorium has a floor with holes that have to be covered so that dancers are safe, no wings, inadequate lighting equipment, and terrible sight lines.	6/22/2017 12:24 PM

25	No. I would prefer taxes be decreased.	6/22/2017 12:11 PM
26	I think the COA and MACC should take the existing surface lot parking area and build a parking garage that can be public use for folks wanted to use Town Lake or frequent Rainey Street. This would be a great way for the MACC to generate additional revenue and funds for its missions and programs - in an area of downtown that is increasingly high-demand but experiencing an increasingly tight parking crisis.	6/22/2017 11:51 AM
27	We need a proper theatre space, eg: wings, fly-space, lighting, sprung floor, seating that allows the audience to see the entire stage (including the floor), etc. At present, the auditorium has holes onstage that have to be covered so that dancers are safe, and the audience has terrible sight lines (for example, they cannot see--unless they are in the front row--dancers that are downstage or on the floor).	6/22/2017 11:50 AM
28	This building is named in honor of a wonderful woman and yet there are no pictures of her or information about her accomplishments visible. I find that very upsetting. I one time called wanting to find a picture of Mrs. Barrientos and was told by the nice director that they had none. I then asked Sen. Barrientos about it and he didn't know why there was no information about her there. Children and young adults should see who and why this important building was named in her honor.	6/22/2017 11:42 AM
29	Banquet type facility to host events--I have used the Asian American facility for Latino events--would love to have it at ESC-instead.	6/22/2017 11:31 AM
30	N/A	6/22/2017 11:26 AM
31	would like a permanent exhibition/installation as an identifier to draw visitors & patrons on a daily basis	6/22/2017 11:08 AM
32	yes please improve public and community access both physically and intellectually	6/22/2017 10:50 AM
33	N/A	6/20/2017 1:04 AM
34	Zocalo and grand entry need improvement	6/19/2017 11:57 AM
35	Children's play and activity- introduction to culture and music	6/17/2017 12:22 PM
36	Not sure where to say this. I would like to see more outdoor films in the courtyard.	6/16/2017 10:08 PM
37	Permanent exhibit space that showcases Latino history/art. There is not anything that says this is a Latino/Mexican American space. Use Asian center as an example.	6/16/2017 12:22 PM
38	Recording studio	6/15/2017 8:07 PM
39	The study of history, local and otherwise	6/15/2017 1:08 PM
40	Use the plaza for more events and activities - welcome people in and connect to the waterfront more. recognize that the front door opens to the lake. Redo, get rid of or relocate that ugly tejano trails statue - it's embarrassingly bad. Build any expansion on the current parking lot foot print instead of into the park. Sell off 64 Rainey. Abandon the Rainey St. history museum idea - it's a waste of capital and operating money. It is just a show-y token that some non-representative agitators can bring back to a community that never wanted it.	6/14/2017 12:31 PM
41	Our gardens and view to the lake.	6/14/2017 12:08 AM
42	N/A	6/12/2017 8:50 AM
43	Are the MACC's administration and staff facilities properly sized for the next phase?	6/11/2017 10:40 PM
44	See #11 below	5/31/2017 4:07 PM
45	It is difficult to navigate through the building. It's not very inviting to someone walking by.	5/31/2017 3:52 PM
46	a resource library open to the public, media room for movie screenings,	5/24/2017 1:45 PM

### Q11 What new structures or spaces would you like to see added to the ESB-MACC to support public/private ventures and help fund programs that sustain the ESC-MACC's growth? Select one or more and explain.

Answered: 158 Skipped: 129



ANSWER CHOICES	RESPONSES
Artist concession	34.18% 54
Larger parking lot	41.14% 65
Outdoor amphitheater	60.76% 96
Food vendor space/café	59.49% 94
Gift shop	43.67% 69
Other	8.86% 14
Total Respondents: 158	

#	PLEASE EXPLAIN	DATE
1	None it will only attract gentrifiers. Keep it natural, a PARK!!!	7/20/2017 7:57 AM
2	The things we need in the growth of the ESB-MACC are storage, offices, and classroom type spaces. This would aid the public/private ventures the most as these are the things that most often cause the facility to allow meetings in non-traditional meeting rooms or turn people away.	7/17/2017 9:49 AM
3	Botanical garden. Artist studios available for rent. Better landscaping. Better engagement with the trail. Better outdoor seating, including out front of the building.	7/16/2017 7:50 AM

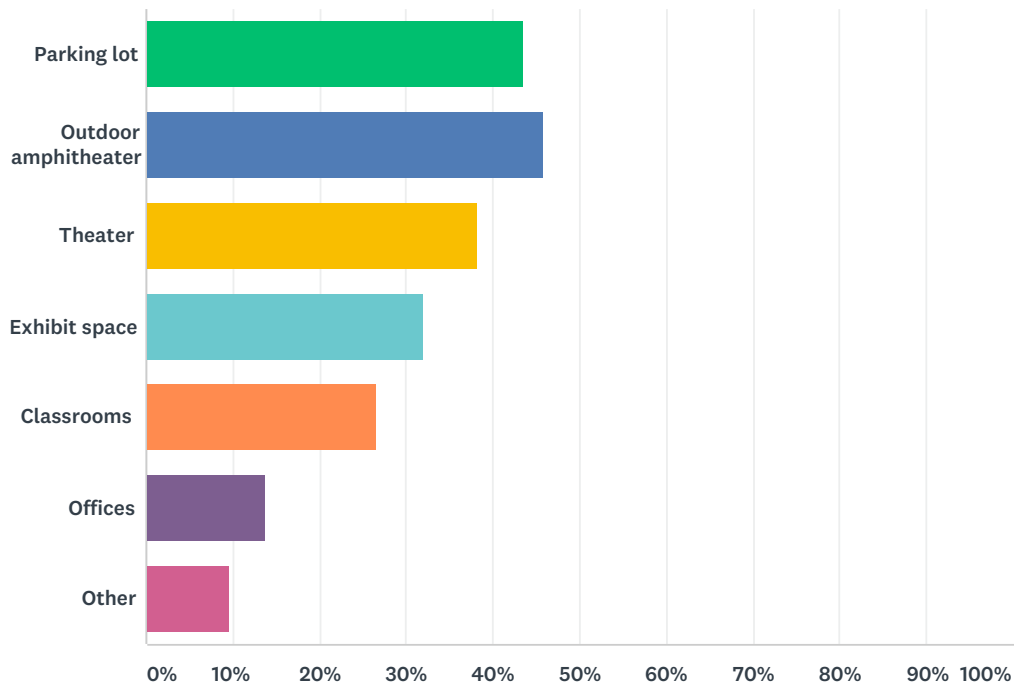


4	Definitely a larger parking lot. We do have the option of the parking flow. But because the overflow parking lot is grass, we depend on the weather. If it rains we cannot use it. So we cannot plan ahead. Sometimes we have to send people away to other place to park. An outdoor amphitheater with power lines installations, a booth for tech people, specially if we are going to have equipment installed. I was thinking we could have it facing east. This way it will cover the sun around 6pm. The sun hits straight to your eyes around that time. On the back of the amphitheater is facing the trail, we could have a mural painted, and this will attract people to come in. And from the other side of the river, they will see the mural at a distance.	7/14/2017 5:28 PM
5	Guest are constantly asking if we have a gift shop so I think it would be a benefit to us if we incorporated one into the Master Plan so that visitors from other cities or states could take home souvenirs in memory of their experience at the MACC.	7/13/2017 1:53 PM
6	I think a gift shop area would be nice.	7/13/2017 11:52 AM
7	Please build a multi-deck parking lot and use it as a revenue center and way to improve street safety.	6/26/2017 9:39 AM
8	I would also like to see Palm School included as a historical museum detailing the history of Tejanos in Austin, much like the history museum in Olvera Street, Los Angeles.	6/25/2017 11:58 PM
9	Why can't MACC partner with nonprofits too? More camps, after school care, Foundation Community tax and financial classes, etc. at the lease there should be free Zumba on the lawn every day. Not for profit suburban "gladiators" but more community aimed (and food classes and garden classes and Spanish classes and Tejano genealogy classes and great old films like Cine does but routinized)	6/25/2017 11:51 AM
10	Parking is limited in that area	6/24/2017 9:04 AM
11	see my comments in 10	6/24/2017 6:33 AM
12	Park like area featuring outdoor sculptures from local artists	6/23/2017 11:09 PM
13	fix roads	6/23/2017 12:52 PM
14	An amphitheatre would not be sustainable. Never enough parking to sustain it and too close to neighborhoods.	6/22/2017 5:22 PM
15	please for the love of god do not add more parking to anything anywhere ever.	6/22/2017 3:36 PM
16	None	6/22/2017 2:58 PM
17	Just redo the plaza, it's awful and uninviting.	6/22/2017 12:40 PM
18	Either an outdoor amphitheater or larger (+200) indoor performing space	6/22/2017 12:32 PM
19	None	6/22/2017 12:11 PM
20	It would be amazing if a portion of the property could be utilize to incorporate subsidized private/ public apartment rentals for creative class individuals and artists of color. It could even be a situation where the MACC gets to utilize a portion of the property to have an artist-in-residency program :)	6/22/2017 11:51 AM
21	A proper theatre!!!!!!!!!!!!	6/22/2017 11:50 AM
22	Live mariachi & Folklor dance. Flags from all Latin America in the front or faceing the lake.	6/22/2017 11:26 AM
23	all the above	6/22/2017 11:08 AM
24	The current parking lot is already huge and should NOT be increased. That would be a waste of the great space that we have with MACC.	6/22/2017 10:51 AM
25	a public market a la the 23 street renaissance market - the fact you've never entertained that idea demonstrates the dysfunction of pard and the coa	6/22/2017 10:50 AM
26	Free parking	6/20/2017 1:04 AM
27	Larger parking area should take the form of a parking garage. Should consider a garage that would permit entertainment activities on the first floor during inclement weather. A gift shop could be added where culturally and historically appropriate articles could be sold. For example this could be an outlet for items produced by students.	6/17/2017 4:57 PM
28	More Art and Music engaging with the park and waterfront	6/17/2017 12:22 PM
29	Larger community gardens and improved landscaping	6/15/2017 8:07 PM

30	Parking is my biggest issue with the MACC. I am reluctant to schedule events there because parking is so limited.	6/15/2017 8:09 AM
31	Improved transportation (dedicated Cap Metro buses, either free of charge or at a nominal cost)to/from the facility . Building additional parking takes away space that could otherwise be used for programming and other relevant purposes.	6/14/2017 2:36 PM
32	bus stop	6/14/2017 12:31 PM
33	A playground with a water splash fountains or playground equipment for summer classes or any child that visit MACC.	6/14/2017 12:08 AM
34	1. Annual artists' sale similar to San Antonio's Hecho a Mano market. 2. Sufficient seating set up at ALL outdoor events. 3. Healthier food vendors at all events. 4. On-line silent auction of visual artists' work. Maybe once a year.	6/12/2017 9:39 AM
35	Better garden, more permanent seating outside or picnic benches.	6/12/2017 8:50 AM
36	I would love to see a connection to Town Lake. A viewing platform or "arts dock" would be fantastic. There is an opportunity to create a lasting impression on the shores of Town Lake.	6/11/2017 10:40 PM
37	I think having the larger parking lot would bring more people to larger events. When large events take place at the MACC, its not ideal to park on the grass. If there was a garage, many more people could attend. I think having a larger amphitheater would attract more shoes to the space.	6/2/2017 11:51 AM
38	A sidewalk cafe would be lovely. An outdoor amphitheater would need shade. A gift shop, especially with work by local artists, would be a great addition.	5/31/2017 7:47 PM
39	High end and high rise hotel on top of a ground floor ringed with studio/store front space for artists to create and sell their original works. Ground floor would be interspersed with a few coffe shops, taco shops and panaderia shops with outdoor shaded, table and chairs seating. All together, the ground floor would be known as the MACC Mercado. Larger but underground multi level parking. Outdoor amphitheatres along the lake beach front and at the creek bottom next to Waller Creek. A floating stage adjacent to the lake beach front at midpoint, flanked by boat docks on either side of the floating stage. The stage and boat docks could be covered from one end to the other by a shaded structure resembling an eagle with wings spread over it as if gliding in to dispatch the Mexican snake in the plaza! Multiple levels above the crescent for additional space for galleries, class rooms, public spaces, archival temperature controlled spaces for art and document collections especially. Facilities for kilns, glass blowing, ceramics are needed as well. Tiendita / Gift Shop Full service kitchen and dining area providing cooking class program, lunch and dinner service featuring unique latino food menus and diabetes friendly menus for the community while providing self-sustaining revenue stream for cooking class programs and macc programming.	5/31/2017 4:07 PM
40	Smaller and/or underground parking lot! Very big waste of parkland/downtown land	5/31/2017 1:16 PM
41	concession area for the zocalo, a ticket booth or will call for events and information, a library open to the public, a marquee or publicity display area, billboard to know what is happening, more picnic tables or outdoor seating	5/24/2017 1:45 PM

## Q12 Where would you like to see the enhancement of ADA accessibility in the existing building spaces and facilities?

Answered: 94 Skipped: 193



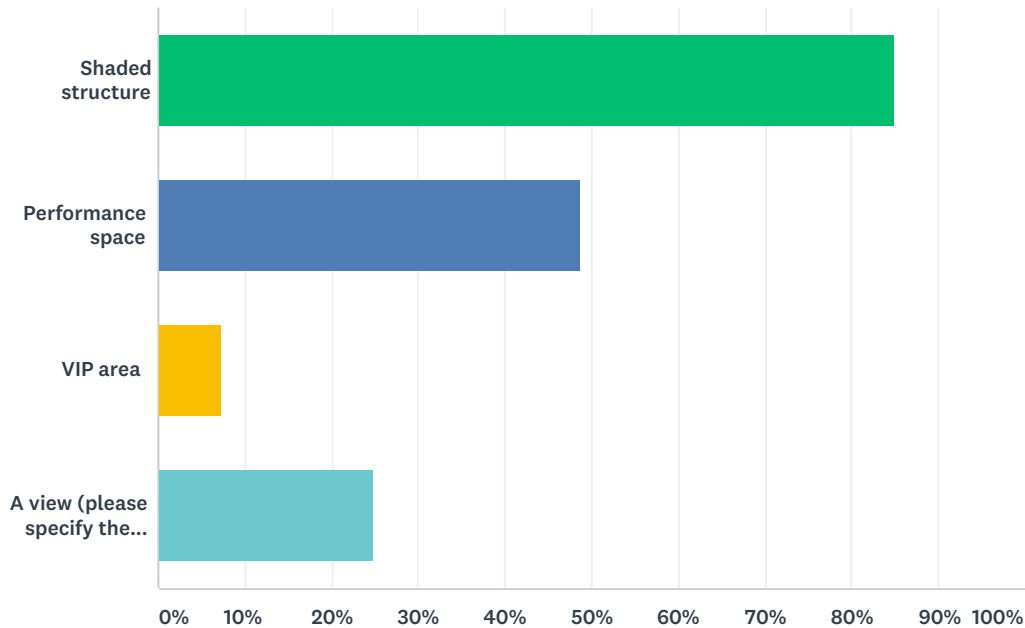
ANSWER CHOICES	RESPONSES	
Parking lot	43.62%	41
Outdoor amphitheater	45.74%	43
Theater	38.30%	36
Exhibit space	31.91%	30
Classrooms	26.60%	25
Offices	13.83%	13
Other	9.57%	9
Total Respondents: 94		

#	PLEASE EXPLAIN	DATE
1	I think it is currently well equipped. Obviously, if the building were to expand, not only would regulations dictate more ADA parking, it would be good to have a second elevator.	7/17/2017 9:49 AM
2	We do not have installed any open door buttons for wheelchairs users.	7/14/2017 5:28 PM
3	All of our indoor spaces need to be ADA accessible.	7/14/2017 3:47 PM
4	outdoor areas, the garden! right now someone in a wheelchair could not wheel by, maybe add some crushed granite in that area instead of grass.	7/13/2017 11:52 AM
5	No comment	6/29/2017 5:15 PM
6	It is quite good	6/25/2017 11:51 AM

7	roads	6/23/2017 12:52 PM
8	All spaces should be ADA compliant.	6/22/2017 6:31 PM
9	N.A.	6/22/2017 2:58 PM
10	Everywhere! Every one should have access to all that the Center has to offer.	6/22/2017 2:07 PM
11	Bathroom	6/22/2017 12:35 PM
12	Unless ADA spaces have been deemed inadequate, I prefer they not be enhanced.	6/22/2017 12:11 PM
13	Restroom	6/22/2017 11:26 AM
14	There is a very well worn trail between the MACC parking lot and the Butler Trail that should be made into an actual accessible trail. It is only ~200 ft. and would not be a sizeable investment. Waller Creek Conservancy has expressed interest in this connection.	6/22/2017 10:51 AM
15	Everywhere should have accessibility features that meet all local, state, and federal ADA requirements.	6/14/2017 2:36 PM
16	better bicycle parking	6/5/2017 9:44 AM
17	Very unfriendly to access to MACC from Rainey St as a pedestrian, with poorly designed driveway and moat of parking	5/31/2017 1:16 PM
18	I've attended outdoor events en May and September. An outdoor amphitheater would be great, have enough seating to see dancers, singers on stage.	5/31/2017 9:54 AM

### Q13 If a public observation deck could be included in the new plan, what features would you be interested in including or having? Select one or more and explain.

Answered: 152 Skipped: 135



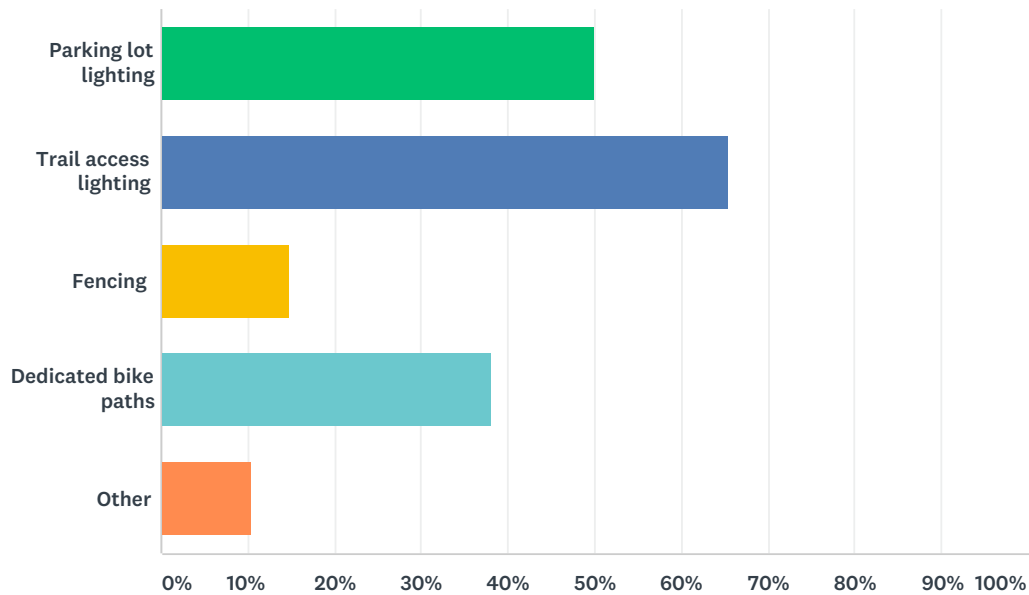
ANSWER CHOICES	RESPONSES
Shaded structure	84.87% 129
Performance space	48.68% 74
VIP area	7.24% 11
A view (please specify the feature you'd like to see)	25.00% 38
Total Respondents: 152	

#	OTHER (PLEASE SPECIFY)	DATE
1	A sectioned off kitchenette would be good. I know how the events and needs go, and this would be key. If there was an observation deck, people will want to have events out there and a food prep with a fridge would make it much easier for a smooth successful time. It could also be a place to get or give water to visitors when an event is not occurring because it's Texas.	7/17/2017 9:49 AM
2	A view of Lady Bird Lake	7/15/2017 1:41 PM
3	The shaded structure can be use as the name of it shaded structure,and rigging points. I could hang lights, and speakers. or have speakers installed already, and have electrical outlets for stage lighting. I measure the distance of 18 wheelers mobil stage. They go as high as 20ft. I would suggest to have a shade structure at 25' to 30' height.	7/14/2017 5:28 PM
4	view of the river. Could be a nice space for receptions.	7/13/2017 11:52 AM
5	view of downtown	7/5/2017 3:41 AM
6	This is one of the best locations in the city. The current plaza lacks shade, welcoming gathering spots and does not take advantage of it's amazing location on Lady bird Lake.	6/29/2017 5:15 PM
7	waterfront access	6/27/2017 12:49 PM

8	I'd need to see concepts before endorsing this expense.	6/26/2017 9:39 AM
9	Don't need a deck. Need to complete Phase 2 and 3!	6/25/2017 11:58 PM
10	NO VIP space. Demographics on those Awful class and gender dividers make the MACC doing it a bit ironic, no?	6/25/2017 11:51 AM
11	View of the water	6/23/2017 3:26 PM
12	roads	6/23/2017 12:52 PM
13	Water feature	6/23/2017 6:08 AM
14	Lake	6/22/2017 6:31 PM
15	Lady Bird Lake	6/22/2017 6:26 PM
16	No deck	6/22/2017 2:58 PM
17	Lake and downtown area	6/22/2017 12:32 PM
18	Not a VIP area... this space should be egalitarian.	6/22/2017 11:34 AM
19	Could have a coast theme. It would go well if facing the water. Maybe have paintings of la quebrada in Acapulco? The shade could be made out of palms. Or round tables with beach umbrellas. How about live music from the coast?! Chilenas, salsa, etc.	6/22/2017 11:26 AM
20	upper deck shaded communal area with view of the lake/water maybe refreshments	6/22/2017 11:08 AM
21	courtyard and skyline	6/22/2017 10:47 AM
22	Views of the river would be great, but please do not block the hike and bike trail.	6/22/2017 10:41 AM
23	trees and river	6/21/2017 5:05 PM
24	The Lake and hike-and-bike Trail	6/20/2017 10:59 AM
25	Seating	6/16/2017 10:08 PM
26	Lady Bird Lake, and some of the downtown skyline.	6/15/2017 1:43 PM
27	amphitheater	6/15/2017 1:08 PM
28	It would be wonderful to have more river view.	6/15/2017 8:09 AM
29	shaded structure will make it possible for more people to enjoy the view from the observation deck.	6/14/2017 2:36 PM
30	the water / the city / the plaza	6/14/2017 12:31 PM
31	A view to the lake.	6/14/2017 12:08 AM
32	Downtown and lake	6/13/2017 5:13 PM
33	View of the Lake	6/13/2017 2:15 PM
34	Public Art pieces can offer much in terms of bringing the structures to life and avoid the bland, cold feel of the present. Culture should be overtly on display in a respectful and honorable way.	6/13/2017 11:58 AM
35	The lake. The concept of an arts dock would be fantastic. Think: Yayoi Kasama's Yellow Pumkin in Naoshima, Japan.	6/11/2017 10:40 PM
36	A view of the water	6/6/2017 3:59 PM
37	A 360 degree view of the lake from the highest point of the theater building with stepped/graduated floor areas overlooking the river where receptions, ceremonies, events with removable chairs and tables can be held.	5/31/2017 4:07 PM
38	View of lake, skyline	5/31/2017 1:16 PM

## Q14 What improvements could enhance security or otherwise make you feel more at ease regarding safety? Select one or more and explain.

Answered: 142 Skipped: 145



ANSWER CHOICES	RESPONSES
Parking lot lighting	50.00% 71
Trail access lighting	65.49% 93
Fencing	14.79% 21
Dedicated bike paths	38.03% 54
Other	10.56% 15
Total Respondents: 142	

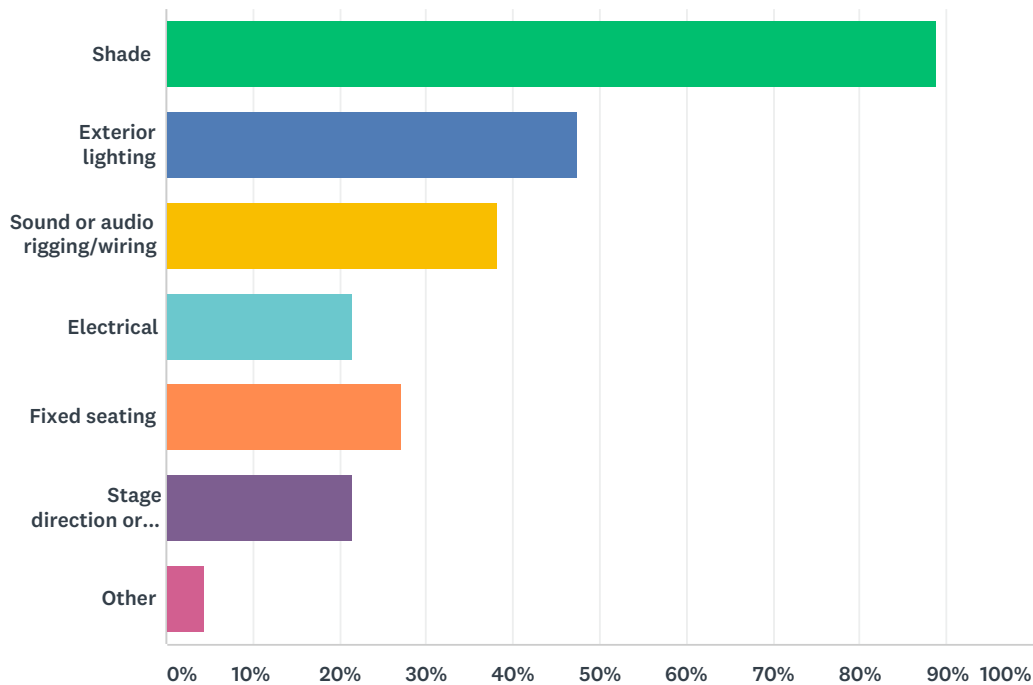
#	PLEASE EXPLAIN	DATE
1	Regular patrolling by police would make it easier. During the day, dog-walkers do not always obey the on-leash signs and treat our park area like a dog park. The homeless come to the facility at all times day and night. They are not usually a problem, but they are asked to move because an event is occurring or camps (with children) which has presented confrontation at times. Staff training by police may also be useful to make awkward situations more comfortable for staff.	7/17/2017 9:49 AM
2	really not concerned about safety. Don't create a fortress vibe.	7/16/2017 7:50 AM
3	Fencing will help tremendously, specially as this area is growing, and we have a lot of bars know. We encountered some times drunk people coming to the macc from Rainey St. Bartenders dropping off their trash to our dumpster. Homeless people sleeping at our facility,	7/14/2017 5:28 PM
4	I would feel more at ease if there was security that worked during the hours of operation.	7/13/2017 1:53 PM
5	not a fence, but maybe jam pack some bushes around the corridor so that off leash dogs cant get in so easy.	7/13/2017 11:52 AM
6	No fencing!	6/30/2017 2:36 PM
7	More active uses surrounding the plaza (cafes, galleries, etc.) would both activate the area, generate revenue for the facility and improve security.	6/29/2017 5:15 PM

8	barrier to prevent bikes from accessing zocalo	6/27/2017 12:49 PM
9	This is a ridiculous question. Lighting is already very good and this is a high-foot traffic neighborhood.	6/26/2017 9:39 AM
10	fix roads first	6/23/2017 12:52 PM
11	Clear directional ways across site	6/23/2017 6:42 AM
12	Outdoor space used as a default dog park. I would like the space to reflect an area that represents the MACC dogs on leash only	6/22/2017 9:42 PM
13	Juts maintain the lighting you have.	6/22/2017 5:22 PM
14	N.A.	6/22/2017 2:58 PM
15	Guards controlling the parking lot during events. Rainy Street patrons are sometimes aggressive.	6/22/2017 12:39 PM
16	Security guard (s)	6/22/2017 12:32 PM
17	Aside from more lighting I think the area feels very safe - as there is a lot of foot traffic in the area between Town Lake and Rainey Street.	6/22/2017 11:51 AM
18	More staffing on Sundays (homeless people sometimes set up camp on the second floor near the gallery and restrooms).	6/22/2017 11:50 AM
19	Have security guards at all times & visible. Especially in the main entrance, by con-station stand & parking. Have a designated lost & found/1 st aid area.	6/22/2017 11:26 AM
20	When inside any of the spaces, there is no way to see who is coming.	6/20/2017 10:59 AM
21	People riding bicycles have no respect for others. Entertainment activities should be fenced in to prevent interruption by people riding bicycles.	6/17/2017 4:57 PM
22	Bikes ride through the plaza. Disrupts potential use of the space. Not safe for small children also	6/17/2017 12:22 PM
23	Full time security personnel or parks police on site, especially during events at night.	6/15/2017 1:43 PM
24	The area on the northwest side of the parking lot is not sufficiently lighted	6/15/2017 1:08 PM
25	Many bikers drive recklessly on the trail making it dangerous for people who use the trail to walk or run. This is a BIG safety issue.	6/14/2017 2:36 PM
26	More police officers present an area.	6/14/2017 12:08 AM
27	No alcohol sold on the premises.	6/12/2017 9:39 AM
28	I believe the center needs a dedicated security guard	6/6/2017 3:59 PM
29	Unfortunately, there are homeless people using the macc to loiter during the day and sleep overnight!	5/31/2017 4:07 PM
30	The MAC is located near bars with people consuming alcohol, this is not a safe area. Please consider doing something so visitors, specially youth using capitol metro, will not be harmed by Rainey Street drunks.	5/31/2017 12:54 PM



## Q15 What improvements or changes to the Plaza could improve its use by performing artists and guests? Select all that apply. Please explain:

Answered: 162 Skipped: 125



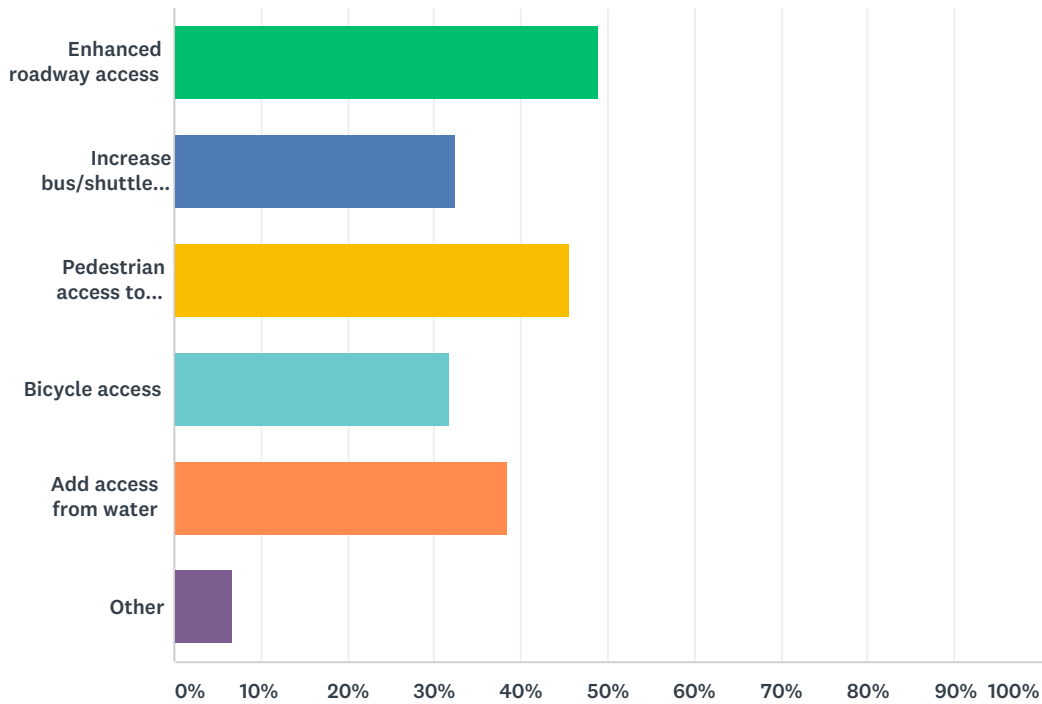
ANSWER CHOICES	RESPONSES
Shade	88.89% 144
Exterior lighting	47.53% 77
Sound or audio rigging/wiring	38.27% 62
Electrical	21.60% 35
Fixed seating	27.16% 44
Stage direction or orientation	21.60% 35
Other	4.32% 7
Total Respondents: 162	

#	PLEASE EXPLAIN	DATE
1	More trees may help. One SXSW, a group came and put in temporary hammocks. This was very well received by everyone in the community and public at large. If it was a permanent area, it would work best if the hammocks could be taken down, stored, and reassembled the next day or when needed. This would be good for upkeep of the fabric from the weather, cleaning the area, and deterring people from hang out too long.	7/17/2017 9:55 AM
2	direct stage towards the water, thus allowing the skyline to be featured in the stage backdrop. this will help visually "brand" the MACC performances much better.	7/16/2017 7:51 AM
3	It would be great to have a shade structure somewhere on the Plaza.	7/15/2017 1:42 PM

4	The shaded structure can be use as the name of it shaded structure,and rigging points. I could hang lights, and speakers. or have speakers installed already, and have electrical outlets for stage lighting. I measure the distance of 18 wheelers mobil stage. They go as high as 20ft. I would suggest to have a shade structure at 25' to 30' height. I would not put any fixed seating, the Zocalo is too organic. We rent the place and sometimes they bring tents. We have trucks driving through, or events that we need to set a dance floor in the middle.	7/14/2017 5:29 PM
5	portable seating as opposed to fixed seating	7/13/2017 1:42 PM
6	creep closer to trail.	7/13/2017 11:52 AM
7	The Plaza is a desolate, west-facing solar oven. It needs shade, shade, and more shade.	6/30/2017 2:37 PM
8	More shade -- to fully utilize the plaza all year 'round, you have to be able to make people comfortable. No one enjoys an event when melting into a sweaty puddle.	6/30/2017 10:29 AM
9	Would be much better to have a park here on the site than paved plaza that is hot and waste of space	6/27/2017 9:32 PM
10	waterfront access	6/27/2017 12:49 PM
11	Sitting, not necessarily fixed, just sitting space	6/26/2017 9:45 AM
12	Trees make good shade. Try it.	6/26/2017 9:40 AM
13	fix roads	6/23/2017 12:52 PM
14	Have the stage face the lawn and people can sit on blankets	6/22/2017 8:27 PM
15	It's too fancy to begin with. Why spend more money on it!?	6/22/2017 7:55 PM
16	Seating, not necessarily fixed	6/22/2017 5:28 PM
17	N.A.	6/22/2017 2:59 PM
18	NONE, COSTS TAXPAYERS	6/22/2017 2:44 PM
19	A stage large enough to accommodate dance.	6/22/2017 11:51 AM
20	For people	6/22/2017 11:05 AM
21	DO NOT COVER FRONT OF MACC FROM RAINEY STREET VIEW - IT IS A SHAME THAT PEOPLE CAN'T SEE CLEARLY	6/22/2017 11:01 AM
22	Better bicycle access from Butler trail on the west and Rainey on the east!	6/22/2017 10:52 AM
23	Shading is a necessity, particularly during the summer months when heat is at its maximum. Permanent sound and/or audio rigging/wiring would be a great addition. There is a need for fixed seating and I would like to see the pyramid concept applied to this.	6/17/2017 5:01 PM
24	It's a great and excellent outdoor space next the the lake but the sun is too hot there	6/17/2017 12:23 PM
25	Seating yes but doesn't necessarily need to be fixed. Again, would like to go again to outdoor films in summertime.	6/16/2017 10:09 PM
26	Flexible stage set-up.	6/15/2017 1:44 PM
27	The stage direction or orientation should be toward the lake to minimize noise for nearby residents (Shore condominiums, Van Zandt Hotel).	6/14/2017 2:38 PM
28	Is this plaza intended to be a public space like the Zocalo? If so, there is a big difference between a plaza situated next to a political building and framed entirely by a large city, and a plaza next to a cultural building framed by nature. This would be a good place to start.	6/11/2017 10:45 PM
29	When I attend events at night, there is always a need to bring in external lighting. This could help in attracting acts, as well as help with security.	6/2/2017 11:52 AM

**Q16 Access to the MACC is primarily provided by River Street or through Lady Bird Lake trail. Are there constraints you'd like to see improved that would ease your travel both to and from the MACC? Select one or more and explain.**

Answered: 151 Skipped: 136



ANSWER CHOICES	RESPONSES
Enhanced roadway access	49.01% 74
Increase bus/shuttle route or frequency	32.45% 49
Pedestrian access to ESB-MACC	45.70% 69
Bicycle access	31.79% 48
Add access from water	38.41% 58
Other	6.62% 10
Total Respondents: 151	

#	OTHER (PLEASE SPECIFY)	DATE
1	There needs to be bike racks in view of the cameras. We have had a few bike thefts over the years, and no help was provided by the cameras to determine a person or incident.	7/17/2017 10:01 AM
2	would be interesting if red river could be extended, even if it's a promenade. Also, would be interesting to improve connection from the trail to Riverside (this is too often overlooked connection between the east side 78741 with downtown.	7/16/2017 7:53 AM

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3	I would like to have two drive ways on each side of the MACC for vehicles load in and load out purposes. We could use the street where it has a dead end (south wing) and at the end of the parking lot ( close to waller creek) to the north wing. Vendors, food trucks, artist, and technicians can drive around, and not through. I mentioned to the sides, to avoid any pedestrian, tours, kids, or visitors that are in the facility.	7/14/2017 5:34 PM
4	Redesign and rename River Street. River is only a two block street with it's name changed to Holly St when it crosses Interstate 35. Change River St name to the MACC Parkway.	6/26/2017 11:10 AM
5	Building a parking garage and using it to generate revenue will also pull vehicles off of the street and enhance pedestrian access and cyclist safety. If MACC had to invest in a single improvement this should be it.	6/26/2017 9:42 AM
6	Rainey Street should be closed to car traffic and turned in to a paseo for pedestrians and bicycles, much like the paseo that leads to the Sagrada Familia basilica in Barcelona, Spain.	6/26/2017 12:00 AM
7	I would love to take a bus to the MACC from Riverside. As it is, it would take me hours to go those two miles. It is faster walking. But I show up sweaty in the summer	6/25/2017 11:52 AM
8	Satisfied with current access	6/24/2017 9:06 AM
9	Traffic is a mess there - need to use shuttle service for large events. Parking/trash problems in neighborhood.	6/23/2017 3:28 PM
10	roads	6/23/2017 12:53 PM
11	Prohibit drunk people in parking lot/public parking. It is unsafe after performances.	6/23/2017 1:02 AM
12	Sidewalks along Rainey.	6/22/2017 5:23 PM
13	N.A.	6/22/2017 2:59 PM
14	it is challenging to drive in that area, so improved access for pedestrians and bicycles would be a good start.	6/22/2017 1:42 PM
15	A closer bus stop would be good for those staff who utilize public transportation or to encourage them to do so. A nearby stop may encourage visitors who live further away from Downtown to visit.	6/22/2017 12:36 PM
16	The MACC is in such a great location on the map of Austin but the entrance and the way it is situated within the neighborhood is unfortunately awkward and not optimal. Especially for visibility from the community at large. It feels obscured and tucked away in an almost forgotten/ after thought way. This is unfortunate because it is such a striking structure and such a vibrant, dynamic organization.	6/22/2017 11:52 AM
17	N/A	6/22/2017 11:27 AM
18	DON'T COVER FRONT OF THIS BEAUTIFUL BUILDING WITH ANY ADDITIONAL STRUCTURES.	6/22/2017 11:01 AM
19	There is a very well worn trail between the MACC parking lot and the Butler Trail that should be made into an actual accessible trail. It is only ~200 ft. and would not be a sizeable investment. Waller Creek Conservancy has expressed interest in this connection.	6/22/2017 10:52 AM
20	No access from water, but a view to the water would be great, and elevated balcony could provide this and serve as VIP or exterior gallery space	6/19/2017 11:59 AM
21	This is truly needed, but I have no idea how this could be enhanced.	6/17/2017 5:01 PM
22	the main entrance needs to be more pedestrian friendly	6/17/2017 12:24 PM
23	Make hike trail concrete instead of sandy (very sandy--gets into sandals) along MACC	6/16/2017 10:11 PM
24	Some form of public transportation will make it easier (and affordable) for low-income families from the Eastside and elsewhere in the city to access the resources at ESB-MACC.	6/14/2017 2:44 PM
25	More D parking spaces	6/12/2017 9:42 AM
26	I would need more information to properly answer this question. But, I would be interested to know if there is an opportunity to look at the approach from River Street.	6/11/2017 10:47 PM
27	With only one entrance and exit, there sometimes seems to be a bottle neck affect getting in and leaving.	6/2/2017 11:54 AM
28	Pedestrian access from the north to connect with the convention center and hotels is essential, including the major development being built adjacent to the northern perimeter of the MACC	5/31/2017 4:11 PM

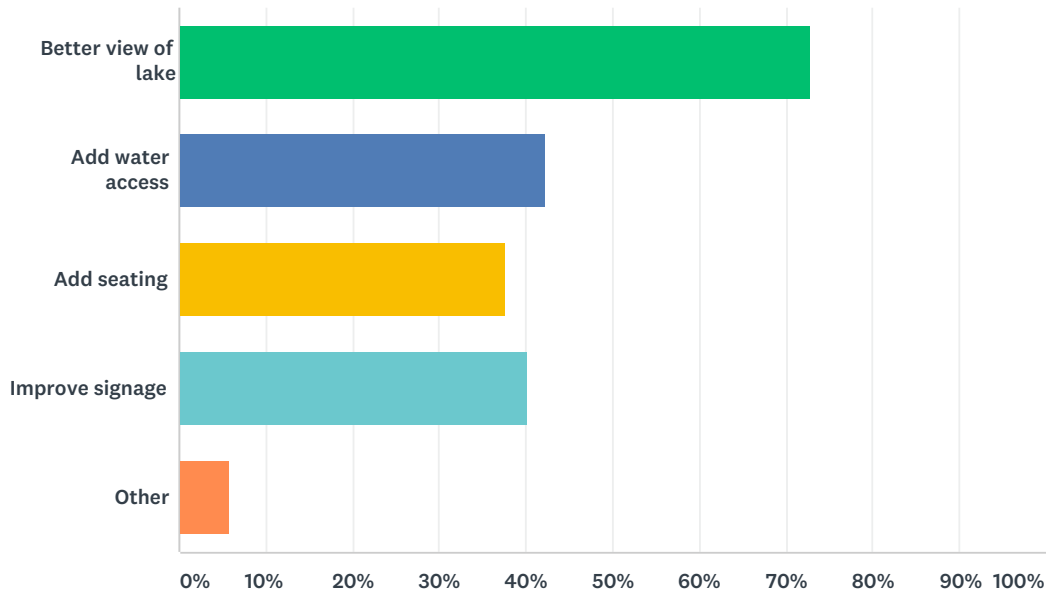
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29	Reduce driveway width/fix configuration (traffic calming), dedicated bikeway from River Street to bike parking, reduce parking significantly (right now it feels like the place is designed for suburbanites and leaves others (transit users, pedestrians, etc) feeling unwelcome)	5/31/2017 1:19 PM
30	Weekend shuttle that goes directly from a central South Austin location to the MACC. This type of transportation would be great for big family events.	5/31/2017 9:58 AM

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## Q17 The ESB-MACC borders Lady Bird Lake. What improvements would you like to see that best utilizes the relationship to the trail or the water? Please explain:

Answered: 154 Skipped: 133



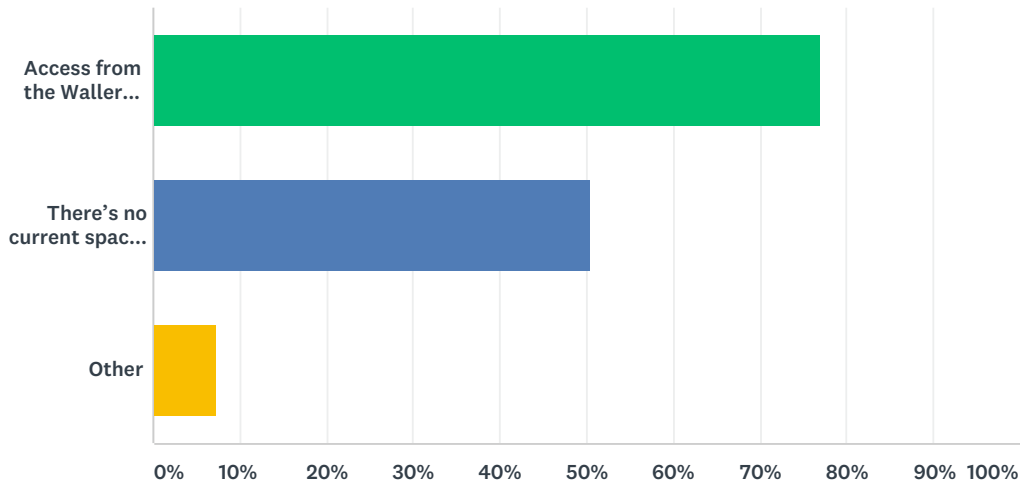
ANSWER CHOICES	RESPONSES
Better view of lake	72.73% 112
Add water access	42.21% 65
Add seating	37.66% 58
Improve signage	40.26% 62
Other	5.84% 9
Total Respondents: 154	

#	PLEASE EXPLAIN	DATE
1	help direct connecting the trail with Riverside Drive across the water. This would be a major connecting point for your visitors coming from the south.	7/16/2017 7:55 AM
2	It would be great to have a better view of the lake, have easier access to the water, and improve the MACC signage around the trail and lake.	7/15/2017 1:43 PM
3	As long there is no hidden areas, and everything is very open for a view. We had a little cove before, but a lot of homeless will stay in there.	7/14/2017 5:36 PM
4	Maybe add a small kiosk right next to the trail that could hold info about the macc or could serve as a greeting or reception area for big events	7/13/2017 11:54 AM
5	Make the connection between the trail and the MACC more inviting.	6/30/2017 2:38 PM
6	More active uses to draw in users of the trail.	6/29/2017 5:17 PM
7	get rid of this building. Its an eyesore and a waste of space	6/27/2017 9:33 PM
8	Install large public art. There's already water access, there's already seating, and you better not cut down any trees to improve the "view".	6/26/2017 9:43 AM

9	Please do NOT do a boat/SUP rental that makes the world sane armadas of drunken tourists even worse than we endure now	6/25/2017 11:55 AM
10	roads	6/23/2017 12:53 PM
11	The site is a major asset but hidden	6/23/2017 6:44 AM
12	The plaza looks a little barren and plain from the trail - maybe some landscaping, seating, etc to make it more inviting and attractive.	6/22/2017 10:02 PM
13	Look out point with railing	6/22/2017 8:29 PM
14	N.A.	6/22/2017 3:00 PM
15	When I talk about the ESB-MACC to my hiking buddies, they do not even realize what our beautiful white building is. That is a real shame. We hike past it often!	6/22/2017 2:28 PM
16	Maybe colorful signage or a eye catching mural.	6/22/2017 12:40 PM
17	Better signage across the board would help with landmarking the MACC in Austin's visual memory :)	6/22/2017 11:53 AM
18	Better bicycle access on all sides that do not require riding through the parking lot.	6/22/2017 10:54 AM
19	View of lake through elevated patio, do not tear down trees at lake	6/19/2017 12:00 PM
20	Just a view out to the lake would be tremendous	6/17/2017 12:24 PM
21	Didn't mark better view of lake because that would mean cutting down trees and the trail next to MAC is already very hot and unshaded	6/16/2017 10:12 PM
22	amphitheater	6/15/2017 1:10 PM
23	I assume that by adding seating you are talking about adding seating adjacent to the trail that allows for viewing the lake.	6/14/2017 2:47 PM
24	What does the MACC get from the lake? A view. What does the lake get from the MACC? I hope it is art and people.	6/11/2017 10:49 PM
25	Thining out the trees along the MACC beach front would be an improvement, but a boat dock along the length of the MACC beach for ferry and individual craft is necessary to take full advantage of access and dollars being spent at the MACC by leaving the car and the traffic headaches behind. The "Duck Tour" and ferries that currently use the lake will be able to add the MACC to their itinerary and encourage future ferry operators to utilize the MACC as a tourist destination. The beach front has a proposed pontoon bridge by the waller creek conservancy that will have it's pivot on the MACC side of the lake and retract alongside and parallel to the MACC beach when not fully extended to the south shore of the lake. The waller creek conservancy never consulted with the MACC board regarding the proposed pontoon bridge. Public meetings were held in which the pontoon bridge was included, but the meetings were never conveyed by PARD to the MACC board for any participation or input. And like the boat races on Town Lake east of the interstate, the pontoon bridge will be another insulting idea made in isolation without regard for the stakeholders of the MACC to determine the future use of the beach front for it's own benefit. Amphitheater style seating would be essential along the length of the beach front especially if combined with a floating stage at mid point, COVERED with a sculptural type of shade in the shape of and eagle!	5/31/2017 4:55 PM

## Q18 The ESB-MACC borders Waller Creek. What improvements would you like to see that best utilizes the relationship to this area? Please explain:

Answered: 135 Skipped: 152



ANSWER CHOICES	RESPONSES
Access from the Waller Creek bridge to the ESB-MACC parking lot lacks transition or proper entry	77.04% 104
There's no current space that invites use for art installations or gatherings	50.37% 68
Other	7.41% 10
Total Respondents: 135	

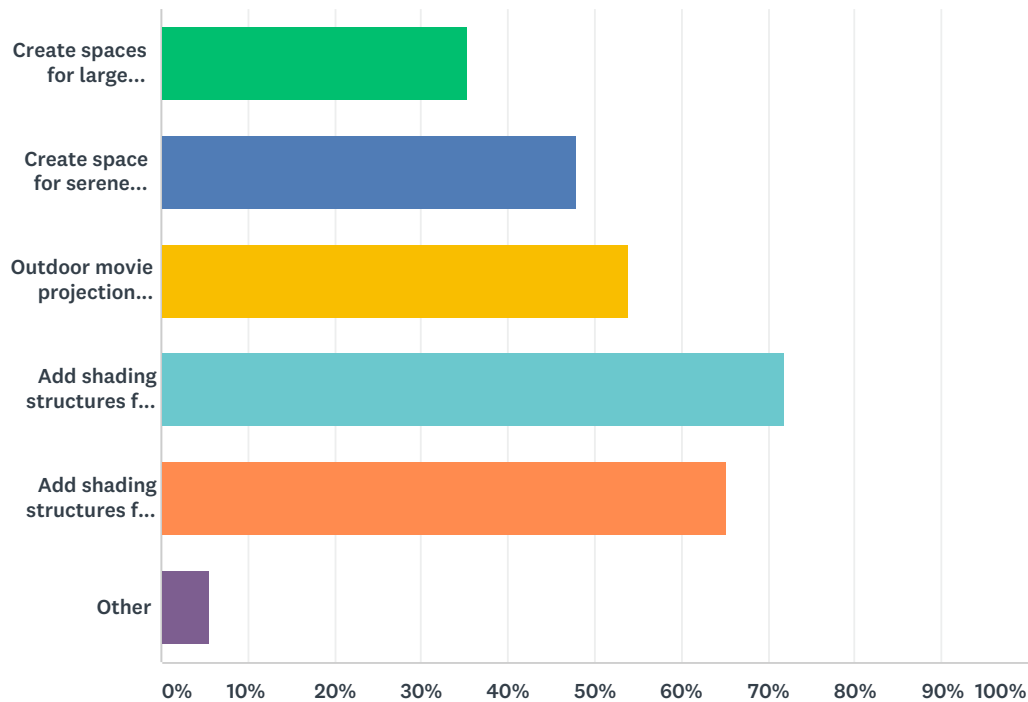
#	PLEASE EXPLAIN	DATE
1	This would also be a good place to ad significant signage of the facility. I think part of the trail is blocked off, which is a different problem needing to be addressed first. If a parking garage went where those homes (no torn down) were, then yes, trail access with signs to the MACC would be a cool idea.	7/17/2017 10:06 AM
2	needs a grand staircase from the MACC parking lot, sloping down towards the creek bridge	7/16/2017 7:55 AM
3	Ditto above.	6/30/2017 2:38 PM
4	Follow the Waller Creek plan.	6/29/2017 5:17 PM
5	"Lacks transition" is what we call the pedestrian dirt trail we had to make ourselves since PARD loves to put in meandering tourist loops rather than local access paths? I just do not get it. Locals pay the tax but parasite tourists are the target audience?	6/25/2017 11:55 AM
6	roads first	6/23/2017 12:53 PM
7	MACC is a gateway not only to our Mexican American heritage but also to the creek, lake and trails. Enhance the connection.	6/23/2017 6:44 AM
8	N.A.	6/22/2017 3:00 PM
9	A defined pathway (a makeshift path has been created due to foot traffic) from the Bridge would be nice. Shading could encourage gatherings.	6/22/2017 12:40 PM
10	It would be nice if there were not so many bars around this building which has a very different purpose. Why are there so many bars around this building?	6/22/2017 11:44 AM
11	N/A	6/22/2017 11:28 AM



12	Waller Creek Conservancy has expressed interest in the ESB-MACC parking lot access trail becoming more official and aligning directly with the Waller Creek bridge. This would be a big benefit to accessing MACC by foot and bike.	6/22/2017 10:54 AM
13	Access should include more than parking lot	6/15/2017 1:10 PM
14	Any changes/enhancements should be done in conjunction with the Waller Creek Conservancy.	6/14/2017 2:47 PM
15	This needs to be well analyzed. Just another reason why this building is located on the best real estate in the city.	6/11/2017 10:49 PM
16	There is an open space there that can be incorporated into the building foot print of the expansion of the MACC theater and restaurant space to provide outdoor seating and exhibit space for outdoor sculpture. If not incorporated into the theater space, then the ground floor of the hotel could encompass that same area next to the creek for the MACC Mercado shops and seating.	5/31/2017 4:55 PM
17	no opinion	5/31/2017 9:58 AM

## Q19 What improvements could enhance your experience spent on the grounds? Select one or more and explain.

Answered: 161 Skipped: 126



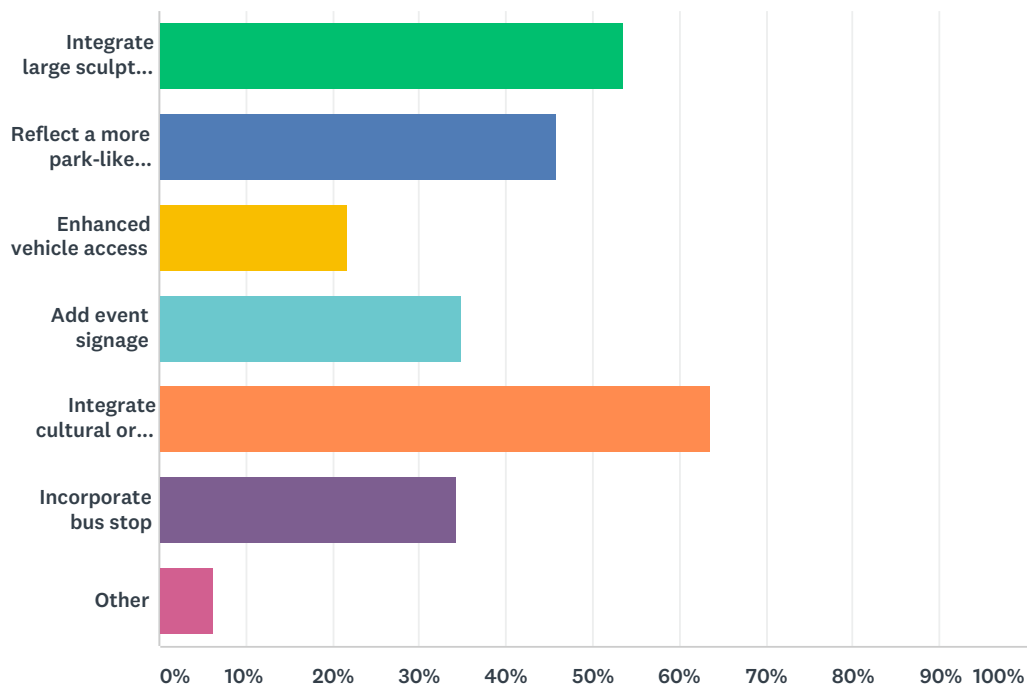
ANSWER CHOICES	RESPONSES
Create spaces for large events or gatherings	35.40% 57
Create space for serene park-like settings	47.83% 77
Outdoor movie projection spaces	54.04% 87
Add shading structures for large gatherings	72.05% 116
Add shading structures for small or intimate gatherings	65.22% 105
Other	5.59% 9
Total Respondents: 161	

#	PLEASE EXPLAIN	DATE
1	Trees would be a great addition since the provide shade and park setting. I vote for a small shade structure because myself and many visitors enjoy star gazing in the evening year-round. I fear that a large or too large structure would have a negative effect unless there was a retractable component.	7/17/2017 10:10 AM
2	seating out front of the building. better landscaping. botanical garden.	7/16/2017 7:56 AM
3	Shade is super important.	7/13/2017 11:56 AM
4	park, shading. the plaza is awful and no one wants to use this space. Its dead and a waste	6/27/2017 9:33 PM
5	Plant trees. Make garden space.	6/26/2017 9:44 AM
6	Shade does not have to be aimed at for profit events that steal even more park land from citizens to give to rich visitors	6/25/2017 11:56 AM

7	huge revenue opportunity for night time receptions and would be a great way for convention groups to use as as a hub to then go out in the neighborhood	6/24/2017 6:36 AM
8	fix roads first	6/23/2017 12:54 PM
9	Shade structures sound great but would intensely disturb the site lines from the facility.	6/22/2017 5:25 PM
10	N.A.	6/22/2017 3:00 PM
11	SOMETHING THAT REDUCES THE BURDEN ON TAX PAYERS	6/22/2017 2:45 PM
12	Better signage and parking are essential IMO. Also any additions without shading structures in Austin are futile given how hot it gets here, especially in the summer. Shading structures also encourage inter-generational attendance.	6/22/2017 11:54 AM
13	Please! Please!! Please!!! Have enough trash cans & recycling containers in all areas, including the parking space.	6/22/2017 11:31 AM
14	edible landscaping	6/22/2017 10:49 AM
15	Keep the plaza intimate.it does not need to get bigger at all. Just add more attractive and ephemeral shade.	6/17/2017 12:25 PM
16	Yes! First mention of outdoor movie projection.	6/16/2017 10:13 PM
17	I feel like the biggest issue with the outdoor space is lack of shade.	6/15/2017 8:11 AM
18	There are other venues in Austin for large events or gatherings. Adding spaces for large events or gatherings would destroy the personal nature of the ESB-MACC offerings.	6/14/2017 2:49 PM
19	Shade is everything in this climate. But, how do you create shade without making a ceiling? Can you use shading elements to help frame a view or create a path?	6/11/2017 10:52 PM
20	Many trees and bushes in the Zocalo and surrounding the current buildings take away from the grandeur and sight lines of the MACC. It appears that no thought was put into the current landscaping and a generic convention was implemented by PARD. The trees add nothing to the appreciation of the MACC's architecture and should be peeled away completely.	5/31/2017 5:05 PM
21	if possible shaded picnic tables for events.	5/31/2017 9:59 AM

## Q20 What design elements would you like to see that would enhance the entry or could provide a visual link to East Austin? Please explain:

Answered: 157 Skipped: 130



ANSWER CHOICES	RESPONSES
Integrate large sculpture or art installation	53.50% 84
Reflect a more park-like setting	45.86% 72
Enhanced vehicle access	21.66% 34
Add event signage	35.03% 55
Integrate cultural or arts garden	63.69% 100
Incorporate bus stop	34.39% 54
Other	6.37% 10
Total Respondents: 157	

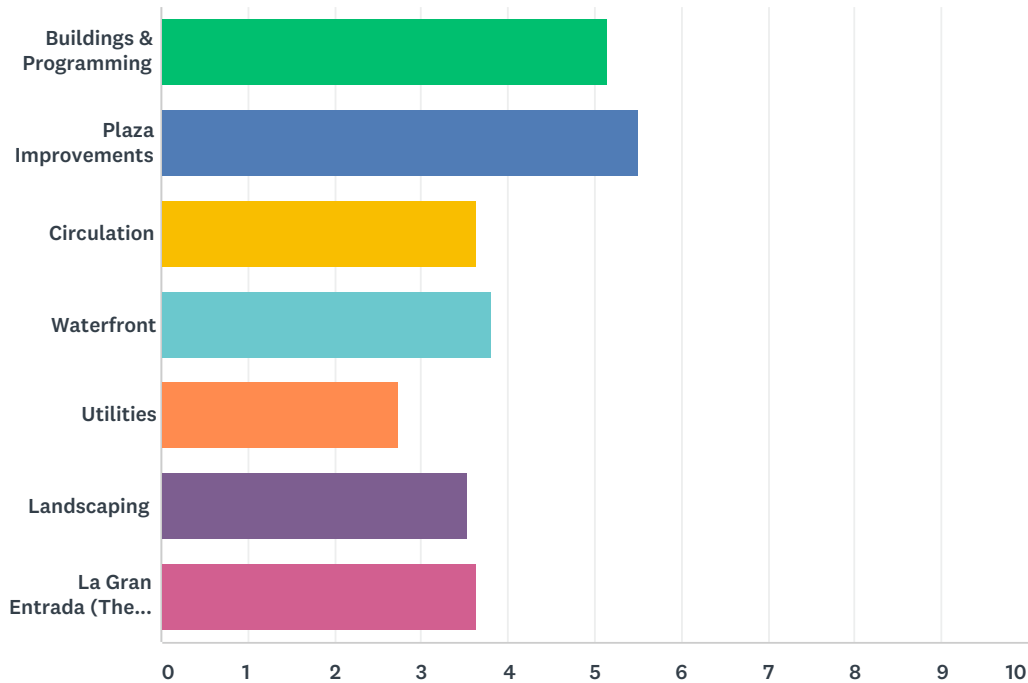
#	PLEASE EXPLAIN	DATE
1	East Austin is not just 78702. East Austin is also E Riverside Drive, which desperately needs investment to feel connected to downtown. The MACC can drive this. Waller Creek Foundation proposed a pontoon boat. Perhaps the MACC helps make this a reality.	7/16/2017 7:57 AM
2	mural	7/14/2017 5:38 PM
3	I think that more windows would be nice. That awkward cylinder part of the building, if its possible, put big glass doors on it and make it the welcome/reception area so that people can see it from the outside.	7/13/2017 11:57 AM
4	While I appreciate seeking public input on these types of issues it is equally or more important to hire great architects and designers. Design by committee rarely works well.	6/30/2017 11:36 AM

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5	the building is west of 35. quit trying to link it to east austin. If you want to link it to east austin, demo the building and move the macc over to east austin.	6/27/2017 9:34 PM
6	Remove roundabout and improve signage. Definitely no garden and no building obstructions.	6/26/2017 12:04 AM
7	fix roads roads @ roads	6/23/2017 12:55 PM
8	Better directional signage leading from IH35 and down Rainey Street and the trail from the Waller Creek Delta (for pedestrians/tourists) to the MACC	6/22/2017 3:26 PM
9	N.A.	6/22/2017 3:00 PM
10	Permanent signage and public art will help the public better identify the MACC as a cultural landmark of importance.	6/22/2017 11:55 AM
11	In the circle, an imitation of the independence angel at Mexico, City could be placed. Plants could be labeled with a short description of what regions of Mexico it's most popular at.	6/22/2017 11:34 AM
12	The entrance right now has the look and operation of an entrada which is only designed for automobiles and is unsafe for pedestrians and bicycles. This should be looked at carefully to make it more inviting for all modes to access.	6/22/2017 10:57 AM
13	Don't waste money on making a fancy entrance, or making the building more visible from the surrounding area. Its what it feels like when you get in the space that counts. It's very nice now.	6/21/2017 5:05 PM
14	An arc over the entrance could display the MACC name and/or culturally sensitive art.	6/17/2017 5:23 PM
15	Provide better pedestrian connection. It is currently awkward to arrive from the Rainy street area	6/17/2017 12:26 PM
16	All these would help whole neighborhood, not just MACC	6/16/2017 10:13 PM
17	Pocket park and historical markers/information	6/15/2017 8:09 PM
18	Make visible from IH35.	6/15/2017 1:47 PM
19	I once favored a sculpture or art installation, but now with the monstrosities that are being built, i would prefer a space that is as open and inviting as possible. Better vehicle access and signage would really help.	6/15/2017 1:12 PM
20	The ESB-MACC is supposed to address cultural issues. Bring it!	6/14/2017 2:52 PM
21	A bus stop is essential and should be incorporated artfully if not architecturally like no other bus stop in the city as part of la gran entrada! Depressing River street to flow under Rainey is essential! There is too much uncontrolled pedestrian traffic at that intersection and backs up traffic along River St and into Holly Street on the east side of the interstate and pedestrians always have the right of way in Texas, and it's only going to get worse! Something has to be done.to divert foot traffic from crossing River street in either direction uncontrollably. Depressing the north and south sidewalks along Rainey street under River might be a solution but future projections of pedestrian traffic in the district will choke the main entrance to the MACC. The roundabout is a feature to calm traffic in favor of pedestrians but also chokes traffic flow into that entrance to the neighborhood. I'm afraid it's too late to provide a visual link to east austin because of development along the River Street route. BUT IT IS ESSENTIAL TO REMOVE, REROUTE OR BURY THE TRANSMISSION LINE ONCE AND FOR ALL and somehow incorporate the one at the main entrance as part of the gran entrada!	5/31/2017 5:28 PM
22	An arts garden would be fantastic!	5/31/2017 9:59 AM
23	More dedicated bike lanes/trails around East Austin. Maybe adding on an East Austin bike tour route	5/30/2017 4:56 PM

## Q21 Please number the improvements you've provided feedback on in order of priority (#1 being the most important).

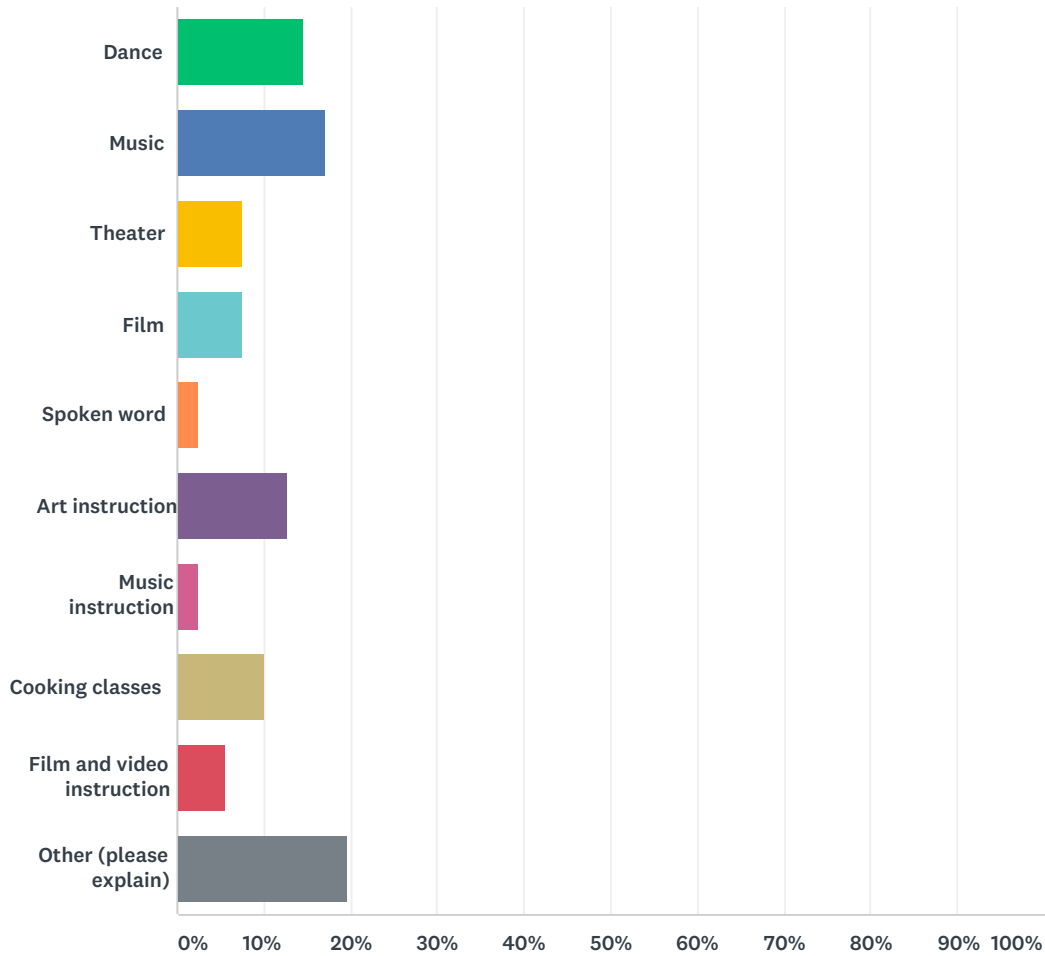
Answered: 172 Skipped: 115



	1	2	3	4	5	6	7	TOTAL	SCORE
Buildings & Programming	41.28% 71	15.70% 27	8.14% 14	11.63% 20	7.56% 13	6.40% 11	9.30% 16	172	5.15
Plaza Improvements	25.58% 44	34.30% 59	18.02% 31	13.37% 23	5.23% 9	2.33% 4	1.16% 2	172	5.50
Circulation	5.23% 9	10.47% 18	14.53% 25	18.60% 32	23.26% 40	19.77% 34	8.14% 14	172	3.64
Waterfront	7.56% 13	12.79% 22	19.19% 33	14.53% 25	18.02% 31	13.95% 24	13.95% 24	172	3.80
Utilities	2.33% 4	4.07% 7	11.05% 19	14.53% 25	15.12% 26	22.67% 39	30.23% 52	172	2.75
Landscaping	8.14% 14	8.14% 14	15.70% 27	18.02% 31	12.21% 21	22.67% 39	15.12% 26	172	3.53
La Gran Entrada (The Grand Entrance)	9.88% 17	14.53% 25	13.37% 23	9.30% 16	18.60% 32	12.21% 21	22.09% 38	172	3.63

## Q22 What type of programming would you like to see more of offered at or through the ESB-MACC?

Answered: 158 Skipped: 129



ANSWER CHOICES	RESPONSES	
Dance	14.56%	23
Music	17.09%	27
Theater	7.59%	12
Film	7.59%	12
Spoken word	2.53%	4
Art instruction	12.66%	20
Music instruction	2.53%	4
Cooking classes	10.13%	16
Film and video instruction	5.70%	9
Other (please explain)	19.62%	31

TOTAL		158
#	OTHER (PLEASE EXPLAIN)	DATE
1	Spanish language classes	7/16/2017 4:13 PM
2	MORE TRADITIONAL DANCE (folklorico AND tribal/Aztec as well as ADULT access to take said classes), MORE culture classes (history, art, traditional healing and crafts), access to film production by and for the community so that young adult and adult aspiring Chicano filmmakers/producers/actors who would otherwise not have resources are able to contribute to Austin's booming film industry, language classes (english and spanish)	6/27/2017 12:54 PM
3	Open air market	6/26/2017 11:14 AM
4	This question should have check boxes and not radio buttons. I can't select multiple options.	6/26/2017 9:47 AM
5	I cannot select more than one -- film cooking Zumba (not yoga)	6/25/2017 11:59 AM
6	Curanderismo	6/23/2017 6:23 PM
7	I'd like to see more instruction classes of all types	6/23/2017 3:33 PM
8	fixing the roads before anything	6/23/2017 12:59 PM
9	I would love to have opportunities for my children (ages 2 and 4) and myself to engage in Latin American culture and the Spanish language - through music instruction, cooking classes, music, art instruction, dance, etc. Latino culture has been lost in our family over the last few generations and we would like to engage our children in the culture and language (we are conversational level speakers but not native speaker level proficiency.)	6/22/2017 10:18 PM
10	ima nerd. lectures pls.	6/22/2017 3:41 PM
11	Visual art exhibitions	6/22/2017 3:29 PM
12	SOMETHING THAT PROVIDES REVENUE TO THE CITY TO OFFSET TAXES	6/22/2017 2:49 PM
13	Art, music, cooking, film, and Spanish language instruction. Some exists for kids. Need more for adults.	6/22/2017 12:49 PM
14	Dance & history. Especially about Aztec & Mayan history. The dance could be the perfect excuse to start the conversation	6/22/2017 11:40 AM
15	more interaction with community groups, neighborhood and cultural art groups	6/22/2017 11:00 AM
16	Cooking instructions for healthy Mexican recipes, to address the prominent health concerns of the Hispanic community and how closely it is related to our diet/lifestyle	6/22/2017 10:45 AM
17	Comprehensive Chican@/x Latin@/x Indigenous cultural and educational programs	6/20/2017 1:16 AM
18	Summer film screenings, Dance instruction and events, cooking classes, art installations	6/19/2017 12:05 PM
19	Holiday exhibits, particularly Dia de los Muertos and other culturally significant exhibits	6/17/2017 5:27 PM
20	Outdoor Live Music	6/17/2017 12:28 PM
21	More of all the above, except cooking classes.	6/15/2017 1:52 PM
22	Lectures and discussions on history and contemporary situation of Latinos in Austin.	6/15/2017 1:17 PM
23	wellness, fitness, health	6/15/2017 8:14 AM
24	anything. right now this facility is wildly underused. people request to use the facility and get turned down.	6/14/2017 3:13 PM
25	Spanish Learning classes for English Speakers.	6/13/2017 2:40 PM
26	Folkloric o Dance for Seniors, Films classes/lectures in the evenings,	6/12/2017 9:49 AM
27	Primarily a focus on media and technology	6/12/2017 8:56 AM
28	All of the above	6/11/2017 10:54 PM
29	Natural healing, gardening, cooking.	5/31/2017 7:51 PM
30	art and technology which applies to all programs that you currently include.	5/30/2017 10:58 AM





## Q23 Are there any other comments you'd like to share regarding the vision for the Master Plan?

Answered: 49 Skipped: 238

#	RESPONSES	DATE
1	Please put the community and free services first with any decisions made about the Master Plan.	7/17/2017 10:34 AM
2	The MACC should be branded as a world class destination. it's not managed that way, however.	7/16/2017 7:59 AM
3	Thank you! I want people to come in and have a moment of "awe" Like when you go to the Planetario in Monterrey, or Getty museum in L.A., or MOMA in NYC. Show Hispanic quality, become an ICON and a parking lot. As production coordinator, I have been working really hard to show quality in our presentations and/or events. Getting the tools that equipment, creating s.o.p., and training staff. I want people to leave that place proud of their culture and inspired.	7/14/2017 5:47 PM
4	Dont clump staff all in the same place, there should be some offices down stairs, some upstairs in a few diff places so that no matter where someone is, they have someone to ask questions	7/13/2017 11:59 AM
5	In my opinion the existing MACC has many flaws. The architecture is of the brutalist style, the Plaza and not conducive to day time use and the entire facility fails to take advantage of a magnificent location on the water. The new master plan should do as much as possible to remedy these problems while adding new and improved facilities. Thanks	6/30/2017 11:41 AM
6	The city needs new policies for a cultural center, perhaps the MACC should leave PARD and be managed by a cultural department. Staff focuses more on enforcing rules than enabling performances, few artists report a positive experience and community members feel the center is unfriendly.	6/26/2017 12:07 AM
7	PARD needs to remember--this is not yours. It is mine. You are a steward for Austinites. You violate our trust each time you sellout to tourists' needs over ours.	6/25/2017 11:59 AM
8	N/A	6/25/2017 3:56 AM
9	Looks well thought out	6/24/2017 9:10 AM
10	Let not forget that this space is for our Mexican American Culture	6/23/2017 6:23 PM
11	I think with all the development in the area, just getting there and parking is the biggest hurdle.	6/23/2017 3:33 PM
12	Have you engaged the Trail Foundation, Keep Austin Beautiful, Austin Parks Foundation, etc.?	6/23/2017 6:45 AM
13	Improve partnership w/AISD for greater youth engagement w/ MACC, especially low-income students who face barriers (transportation etc) to accessing MACC.	6/23/2017 6:17 AM
14	More advertisement of events/programming - through postings at terrazas library and on the library website, through local websites such as freefuninAustin.com, signage along the trail (to see as people run by), etc	6/22/2017 10:18 PM
15	We love the MACC and want to see it grow and address the cultural and social needs of Austin.	6/22/2017 9:47 PM
16	Make it a destination by providing a park where families can gather and enjoy multiple activities. Like a mini Zilker park on the east side.	6/22/2017 8:35 PM
17	I believe that the center needs to connect with the community by inviting visitors to explore via pathways, have water access, and create a safe, open environment. Make the connections with the lake and trail systems and collaborate with your neighbors.	6/22/2017 6:48 PM
18	git er done	6/22/2017 3:41 PM
19	A larger-fully equipped theater should be an important feature of such remarkable cultural center.	6/22/2017 3:17 PM
20	IT SHOULD BECOME PRIVATELY OWNED SPACE TO GET THE BEST AND MOST EFFECTIVE USE OF THE SPACE.	6/22/2017 2:49 PM
21	The MACC is a fantastic resource for our city. I wish more people were aware of it. Events need more publicity. I know that takes money, but so many residents do not even know about it.	6/22/2017 2:34 PM

ESB-MACC Master Plan Process Public Input Survey Versión en Español: <https://es.surveymonkey.com/r/esb-macc-esp>

22	Again, artistic and performing space is at a premium. Is it possible that MCC could open up to allow non-Latin/Hispanic artists use the space? This is true for the Boyd Vance and Chinese Center. Not trying to appropriate, but what is the affordable equivalent for all artists participation in Austin? Not the Long Center (which isn't City owned anyway). This request wouldn't exist if theater artists haven't been pushed out of spaces or shuttered due to 'violations' (Ground Floor Theater).	6/22/2017 12:46 PM
23	Keep the location, no matter what!!	6/22/2017 12:39 PM
24	A theatre!! Please!!!!	6/22/2017 11:54 AM
25	Yes, do not allow any more bars to be built around this important cultural facility. Perhaps get rid of some. This should be for families.	6/22/2017 11:48 AM
26	Yes. For the Acapulco thee facing the water, including hammocks is a great option. A concession could offer coconut water in a coconut & joly's.	6/22/2017 11:40 AM
27	building the best place is worthless if the community is discouraged from using it and in it's 10 years unfortunately the macc has yet to be proved a consistent and positive part of our community ....it's just another city coa building	6/22/2017 11:00 AM
28	There should be seamless integration with the Waller Creek Plan and there should be much improved pedestrian and bike access from all sides.	6/22/2017 10:58 AM
29	More bi-lingual theater presentations for older group of East Austin community. Thank you. This is an important facility to the Mexican-American community in East Austin.	6/22/2017 10:51 AM
30	I love the MACC and its staff, who do a great job bringing culture to our neighborhood.	6/22/2017 10:43 AM
31	Cooking and Language classes seem very relevant	6/22/2017 10:39 AM
32	Begin and initiate the Master plan as all ready expressed by the original and representative stakeholders that honor the vision and mission which is the MACC, rather than continuously surveying us with no action.	6/20/2017 1:16 AM
33	I believe a name change is necessary to include all Latinos. Latino Americans Cultural Center?	6/19/2017 12:05 PM
34	While I know and understand the importance of land development, I am conflicted because of the sensitivity of Mother Earth. Mother Earth is a living entity and deserves honor and respect, which the culture of this country does not recognize. We should be the leaders in developing this sensitivity. Orale!	6/17/2017 5:27 PM
35	People pass through on their way to the lake. Grab them in with sounds and sights of what's inside. Then make the galleries and classrooms more visually accessible with way finding and signage.	6/17/2017 12:28 PM
36	Thank you for conducting this survey and allowing neighbors to participate.	6/16/2017 10:14 PM
37	No more buildings.	6/16/2017 5:36 PM
38	Incorporate Palm School with MACC	6/16/2017 12:26 PM
39	We need improved bathroom capabilities or large events.	6/15/2017 8:12 PM
40	Utilize the space wisely and efficiently for the cultural arts and keep commercial private corporate development off of the six acres of ESBMACC land.	6/15/2017 1:52 PM
41	be vigilant regarding the plans of the Waller Creek folks to insure that we don't have misunderstandings or lack of cooperation. Keep focused on the Master Plan and continue engaging the Mexican American community.	6/15/2017 1:17 PM
42	A couple of questions ago it asked me to rank ideas. Something that wasn't on my list was parking. I feel that parking is the biggest issue. I don't mind taking public transportation or walking some distance, but I can't schedule an event at a location lacking in sufficient parking.	6/15/2017 8:14 AM
43	Engage with the neighborhood - most cultural facilities would love to have this much adjacent foot traffic - instead the MACC seems to spite it. If that continues - please just replace the management and the cronies on the commission. That has no place in a city-funded institution.	6/14/2017 3:13 PM
44	Thank you for the opportunity to respond to this survey. Whatever is done, let it be a legacy for future generations!	6/14/2017 2:56 PM
45	More money budgeted for Greater Marketing!	6/13/2017 7:49 PM
46	No	6/13/2017 2:40 PM

47	Community oriented improvements should not support gentrification ideals.	6/13/2017 12:06 PM
48	It must reflect an unconventional architectural style to compliment the original vision, a world apart from the ordinary boxes that will surround the MACC.	5/31/2017 5:37 PM
49	The MACC is a beautiful, underutilized space. Music or other cultural programming that would bring in larger audiences on a regular basis would be amazing!	5/30/2017 9:59 AM

## Q24 Name (first and last)

Answered: 164 Skipped: 123

#	RESPONSES	DATE
1	Ana Villalobos	7/21/2017 11:15 PM
2	Bonnie Olden	7/17/2017 10:36 AM
3	Cindy Behling	7/16/2017 4:14 PM
4	Susan Benz	7/16/2017 11:09 AM
5	a neighbor	7/16/2017 8:00 AM
6	Mark McKim	7/15/2017 1:46 PM
7	Ernesto Garza	7/14/2017 5:48 PM
8	Herlinda Zamora	7/14/2017 3:52 PM
9	Michelle De Santiago	7/14/2017 12:45 PM
10	Ruben Cantu	7/13/2017 12:06 PM
11	Vanessa Castro	7/13/2017 12:00 PM
12	Luz Lopez-Guerrero	7/13/2017 9:53 AM
13	Veronica Rosas Fernandez	7/5/2017 3:46 AM
14	James Robertson	6/30/2017 2:40 PM
15	Michelle botha	6/30/2017 2:07 PM
16	Jorge Thomas	6/30/2017 11:41 AM
17	Kay Marley-Dilworth	6/30/2017 10:33 AM
18	M LINDA	6/28/2017 7:16 AM
19	Julio Gomez	6/27/2017 9:35 PM
20	Diana Reyna	6/27/2017 12:54 PM
21	rhianon renae	6/26/2017 11:47 PM
22	Trecia Roberts	6/26/2017 1:25 PM
23	No name	6/26/2017 1:24 PM
24	Susan Morgan	6/26/2017 11:15 AM
25	Charles	6/26/2017 9:48 AM
26	Fidencio Duran	6/26/2017 9:32 AM
27	Frida Kahlo	6/26/2017 12:08 AM
28	Cynthia Riley	6/25/2017 12:01 PM
29	No name	6/25/2017 3:57 AM
30	Tomas Medina	6/24/2017 10:18 PM
31	Lalitha Krishnan	6/24/2017 9:10 AM
32	steve genovesi	6/24/2017 6:40 AM
33	Omnia fernandez	6/23/2017 11:15 PM
34	Luz	6/23/2017 6:24 PM
35	Eileen Murphy	6/23/2017 3:33 PM

36	Brian Henderson	6/23/2017 2:55 PM
37	pill sampson	6/23/2017 1:01 PM
38	Lorena Devlyn	6/23/2017 8:41 AM
39	Ahide Gutierrez	6/23/2017 8:36 AM
40	Matthieu Smith	6/23/2017 6:17 AM
41	Olivia Rodriguez	6/23/2017 1:08 AM
42	Anne Alvarez	6/22/2017 10:22 PM
43	Faye Kolly	6/22/2017 9:47 PM
44	Elda Acevedo	6/22/2017 9:00 PM
45	Beverly Sutton	6/22/2017 8:36 PM
46	A Rios	6/22/2017 8:27 PM
47	A Silva	6/22/2017 6:50 PM
48	Margaret Reyes	6/22/2017 6:29 PM
49	Malu	6/22/2017 5:32 PM
50	Veronica	6/22/2017 5:31 PM
51	Anonymous	6/22/2017 5:28 PM
52	vickie n. dunlevy	6/22/2017 5:23 PM
53	Digna Cavazos Weems	6/22/2017 5:11 PM
54	Vince Cobalis	6/22/2017 4:47 PM
55	GiGi Eckols	6/22/2017 4:12 PM
56	Inna Grudtcina	6/22/2017 4:02 PM
57	Robert Crump	6/22/2017 3:41 PM
58	Rachelle Diaz	6/22/2017 3:29 PM
59	Miguel Marroquin	6/22/2017 3:18 PM
60	BCC	6/22/2017 2:50 PM
61	Pat Maples	6/22/2017 2:35 PM
62	Brenda Salinas	6/22/2017 2:25 PM
63	Alejandra Gonzalez	6/22/2017 2:10 PM
64	Nicole Trevino	6/22/2017 2:07 PM
65	Lillian Stevens	6/22/2017 1:54 PM
66	Patricia Moncure	6/22/2017 1:45 PM
67	Georgina Garza	6/22/2017 1:35 PM
68	Kip Frazer	6/22/2017 1:28 PM
69	María Zarate	6/22/2017 1:23 PM
70	Sarah Arvey	6/22/2017 1:20 PM
71	Heather Deicher	6/22/2017 12:57 PM
72	Dustin Kim	6/22/2017 12:56 PM
73	Lily Morales	6/22/2017 12:53 PM
74	Lorie	6/22/2017 12:50 PM
75	anon	6/22/2017 12:47 PM
76	Michael W	6/22/2017 12:42 PM

77	Amy Fowler	6/22/2017 12:40 PM
78	Jose Machado	6/22/2017 12:26 PM
79	Amy Morrow	6/22/2017 12:26 PM
80	Natalie M	6/22/2017 12:19 PM
81	Brenda Torres	6/22/2017 12:14 PM
82	Kim LeBlanc	6/22/2017 11:56 AM
83	Sharon Marroquin	6/22/2017 11:55 AM
84	Brendan Wittstruck	6/22/2017 11:50 AM
85	Lora Ann Gerson	6/22/2017 11:49 AM
86	Guess ??	6/22/2017 11:41 AM
87	Melissa Garcia	6/22/2017 11:39 AM
88	TJ Sky	6/22/2017 11:36 AM
89	Noemi Govea	6/22/2017 11:17 AM
90	SL Rutledge	6/22/2017 11:15 AM
91	Lili peck	6/22/2017 11:14 AM
92	PATRICIA GONZALEZ-VILLASENOR	6/22/2017 11:09 AM
93	Ana	6/22/2017 11:08 AM
94	Alicia Lee	6/22/2017 11:06 AM
95	michael kleinman	6/22/2017 11:03 AM
96	Mike Schofield	6/22/2017 10:59 AM
97	Vera S. Garcia	6/22/2017 10:52 AM
98	Jonathan Barona	6/22/2017 10:51 AM
99	Natzyeli Leugers	6/22/2017 10:48 AM
100	Leah Sanchez	6/22/2017 10:46 AM
101	Janie Munoz	6/22/2017 10:44 AM
102	Julia Robinson	6/22/2017 10:44 AM
103	Chale Nafus	6/22/2017 10:44 AM
104	Edward McAdams	6/22/2017 10:43 AM
105	Zoey Chanin	6/22/2017 10:41 AM
106	Mary Galarza	6/22/2017 10:41 AM
107	Wolfgang Niedert	6/22/2017 10:40 AM
108	Roger Albert	6/22/2017 10:39 AM
109	Peter Rock	6/21/2017 5:08 PM
110	Sandra Castillo	6/21/2017 6:23 AM
111	Kelly Grajeda	6/20/2017 11:02 AM
112	Lilia 6	6/20/2017 1:17 AM
113	Lorena Cruz	6/19/2017 9:05 PM
114	Jose Sanchez	6/19/2017 12:05 PM
115	Ernesto calderon	6/17/2017 5:28 PM
116	Rafael Brito	6/17/2017 4:59 PM
117	Nkiru Gelles	6/17/2017 12:29 PM

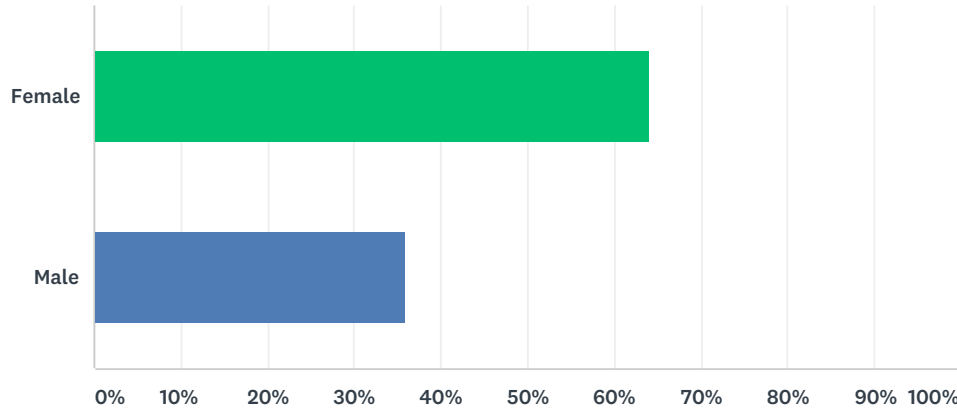
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123	Cassie Smith	6/15/2017 8:12 PM
124	Tomas Salas	6/15/2017 1:54 PM
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126	Logan Perkes	6/15/2017 12:30 PM
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129	Robert Ambrosino	6/14/2017 2:56 PM
130	Antonio Bustos	6/14/2017 5:44 AM
131	Charles Prewitt	6/13/2017 7:50 PM
132	J. Victoria	6/13/2017 6:24 PM
133	Cristina Bustamante	6/13/2017 5:10 PM
134	MM	6/13/2017 4:06 PM
135	Ketty Wadia	6/13/2017 2:41 PM
136	Amanda Flores	6/13/2017 2:37 PM
137	Jaime Beaman	6/13/2017 2:19 PM
138	Raúl Valdez	6/13/2017 12:09 PM
139	No answer	6/12/2017 9:51 AM
140	Joe Cruz	6/12/2017 8:57 AM
141	David Goujon	6/11/2017 10:55 PM
142	hector carmona miranda	6/10/2017 1:31 PM
143	No Name	6/10/2017 1:16 PM
144	Jeff Pike	6/10/2017 1:35 AM
145	Maria Angulo	6/9/2017 11:06 AM
146	Ricardo Zavala	6/9/2017 6:43 AM
147	Frede Geib	6/6/2017 4:02 PM
148	Nadia Barrera-Ramirez	6/5/2017 9:48 AM
149	Mike Hollinger	6/3/2017 5:36 AM
150	Rodolfo Jimenez	6/2/2017 11:56 AM
151	Lucia	6/1/2017 9:09 PM
152	Katherine Oldmixon Garza	5/31/2017 7:51 PM
153	Juan Oyervides	5/31/2017 5:38 PM
154	Laura Mcquary	5/31/2017 3:57 PM
155	Sean Barry	5/31/2017 1:23 PM
156	Manny Galaviz	5/31/2017 12:57 PM
157	Susana Dunlap	5/31/2017 10:02 AM
158	Kelsey G	5/30/2017 4:58 PM



159	Carol	5/30/2017 3:41 PM
160	Katie Stevens	5/30/2017 3:15 PM
161	Kathryn Flowers	5/30/2017 2:42 PM
162	Jacob Villanueva	5/30/2017 10:59 AM
163	Melanie Morgan Gomez	5/30/2017 9:59 AM
164	Anjanette Gautier	5/24/2017 1:50 PM

## Q25 Gender

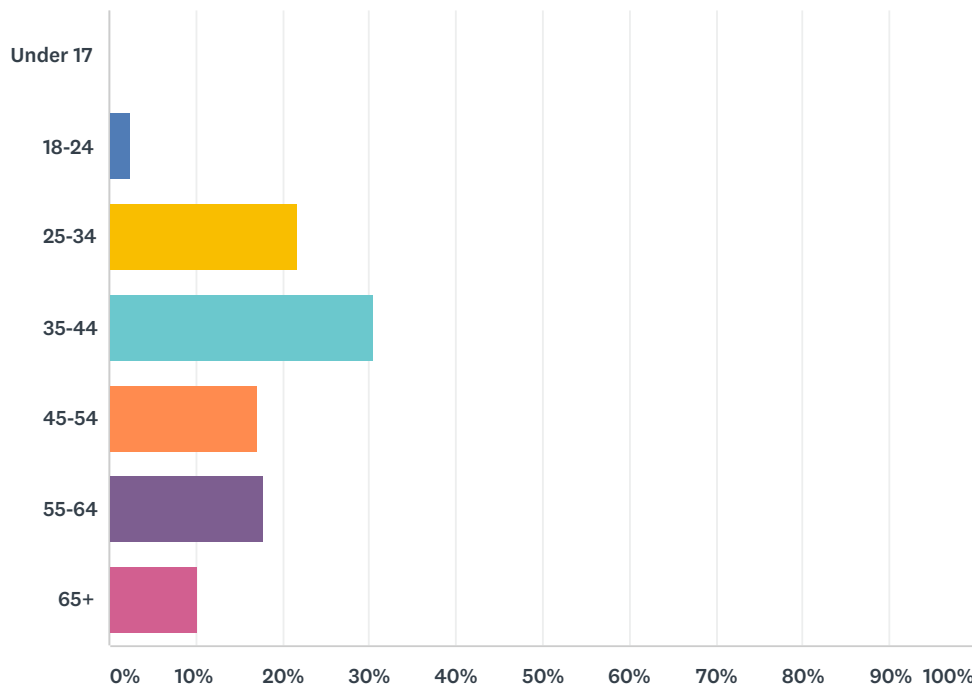
Answered: 158 Skipped: 129



ANSWER CHOICES	RESPONSES	
Female	63.92%	101
Male	36.08%	57
TOTAL		158

## Q26 Age Group

Answered: 157 Skipped: 130



ANSWER CHOICES	RESPONSES	
Under 17	0.00%	0
18-24	2.55%	4
25-34	21.66%	34
35-44	30.57%	48
45-54	17.20%	27
55-64	17.83%	28
65+	10.19%	16
<b>TOTAL</b>		<b>157</b>

## Q27 Home Zip Code

Answered: 164 Skipped: 123

#	RESPONSES	DATE
1	78741	7/21/2017 11:15 PM
2	78751	7/17/2017 10:36 AM
3	78701	7/16/2017 4:14 PM
4	78702	7/16/2017 11:09 AM
5	78701	7/16/2017 8:00 AM
6	78702	7/15/2017 1:46 PM
7	78741	7/14/2017 5:48 PM
8	78744	7/14/2017 3:52 PM
9	78704	7/14/2017 12:45 PM
10	78721	7/13/2017 12:06 PM
11	78741	7/13/2017 12:00 PM
12	78702	7/13/2017 9:53 AM
13	78704	7/5/2017 3:46 AM
14	78723	6/30/2017 2:40 PM
15	78738	6/30/2017 2:07 PM
16	78704	6/30/2017 11:41 AM
17	78748	6/30/2017 10:33 AM
18	78731	6/28/2017 7:16 AM
19	78702	6/27/2017 9:35 PM
20	78741	6/27/2017 12:54 PM
21	78751	6/26/2017 11:47 PM
22	78701	6/26/2017 1:25 PM
23	78747	6/26/2017 1:24 PM
24	78701	6/26/2017 11:15 AM
25	78703	6/26/2017 9:48 AM
26	78753	6/26/2017 9:32 AM
27	78723	6/26/2017 12:08 AM
28	78741	6/25/2017 12:01 PM
29	78750	6/25/2017 3:57 AM
30	78703	6/24/2017 10:18 PM
31	78701	6/24/2017 9:10 AM
32	78703	6/24/2017 6:40 AM
33	78746	6/23/2017 11:15 PM
34	78737	6/23/2017 6:24 PM
35	78702	6/23/2017 3:33 PM

36	78746	6/23/2017 2:55 PM
37	78752	6/23/2017 1:01 PM
38	78701	6/23/2017 8:41 AM
39	78744	6/23/2017 8:36 AM
40	78745	6/23/2017 6:17 AM
41	78759	6/23/2017 1:08 AM
42	78702	6/22/2017 10:22 PM
43	78749	6/22/2017 9:47 PM
44	78641	6/22/2017 9:00 PM
45	78729	6/22/2017 8:36 PM
46	78739	6/22/2017 8:27 PM
47	78748	6/22/2017 6:50 PM
48	78736	6/22/2017 6:29 PM
49	78610	6/22/2017 5:32 PM
50	78845	6/22/2017 5:31 PM
51	78704	6/22/2017 5:28 PM
52	78703	6/22/2017 5:23 PM
53	78749	6/22/2017 5:11 PM
54	78745	6/22/2017 4:47 PM
55	78746	6/22/2017 4:12 PM
56	78727	6/22/2017 4:02 PM
57	78702	6/22/2017 3:41 PM
58	78745	6/22/2017 3:29 PM
59	78745	6/22/2017 3:18 PM
60	78701	6/22/2017 2:50 PM
61	78745	6/22/2017 2:35 PM
62	78722	6/22/2017 2:25 PM
63	78725	6/22/2017 2:10 PM
64	78725	6/22/2017 2:07 PM
65	78748	6/22/2017 1:54 PM
66	78756	6/22/2017 1:45 PM
67	78750	6/22/2017 1:35 PM
68	78704	6/22/2017 1:28 PM
69	78748	6/22/2017 1:23 PM
70	78702	6/22/2017 1:20 PM
71	78613	6/22/2017 12:57 PM
72	78757	6/22/2017 12:56 PM
73	78616	6/22/2017 12:53 PM
74	78701	6/22/2017 12:50 PM
75	78751	6/22/2017 12:47 PM
76	78702	6/22/2017 12:42 PM

77	78757	6/22/2017 12:40 PM
78	78704	6/22/2017 12:26 PM
79	78745	6/22/2017 12:26 PM
80	78704	6/22/2017 12:19 PM
81	78701	6/22/2017 12:14 PM
82	78753	6/22/2017 11:56 AM
83	78745	6/22/2017 11:55 AM
84	78722	6/22/2017 11:50 AM
85	78731	6/22/2017 11:49 AM
86	78754	6/22/2017 11:41 AM
87	78739	6/22/2017 11:39 AM
88	78723	6/22/2017 11:36 AM
89	78748	6/22/2017 11:17 AM
90	78741	6/22/2017 11:15 AM
91	78703	6/22/2017 11:14 AM
92	78759	6/22/2017 11:09 AM
93	78721	6/22/2017 11:08 AM
94	78749	6/22/2017 11:06 AM
95	78701	6/22/2017 11:03 AM
96	78702	6/22/2017 10:59 AM
97	78702	6/22/2017 10:52 AM
98	78748	6/22/2017 10:51 AM
99	78745	6/22/2017 10:48 AM
100	78745	6/22/2017 10:46 AM
101	78745	6/22/2017 10:44 AM
102	78721	6/22/2017 10:44 AM
103	78702	6/22/2017 10:44 AM
104	78723	6/22/2017 10:43 AM
105	78704	6/22/2017 10:41 AM
106	78701	6/22/2017 10:41 AM
107	78746	6/22/2017 10:40 AM
108	78736	6/22/2017 10:39 AM
109	78752	6/21/2017 5:08 PM
110	78747	6/21/2017 6:23 AM
111	78759	6/20/2017 11:02 AM
112	78721	6/20/2017 1:17 AM
113	78724	6/19/2017 9:05 PM
114	78703	6/19/2017 12:05 PM
115	78745	6/17/2017 5:28 PM
116	78701	6/17/2017 4:59 PM
117	78752	6/17/2017 12:29 PM

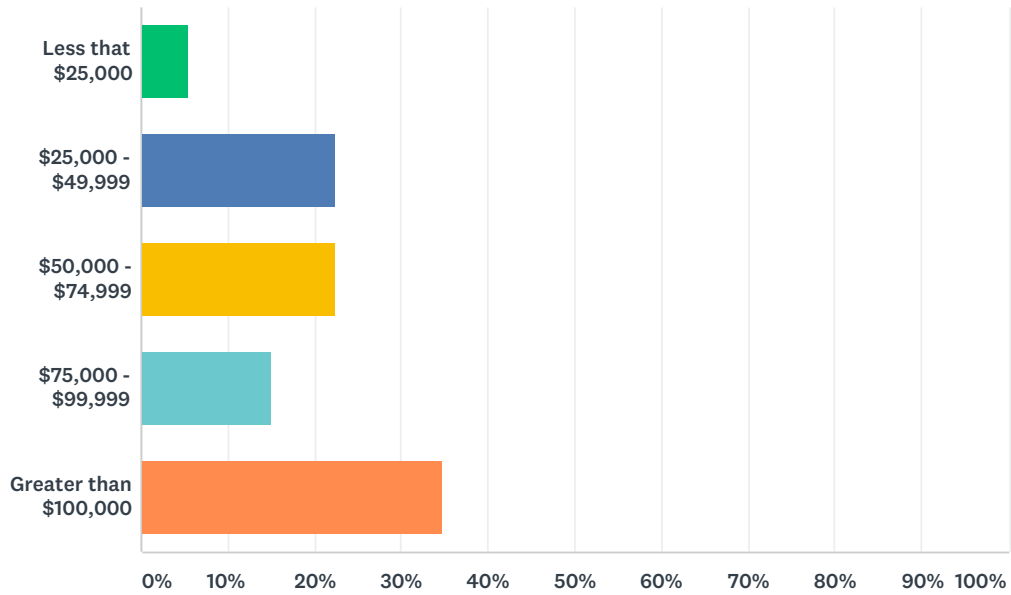
118	78705	6/17/2017 7:21 AM
119	78701	6/16/2017 10:15 PM
120	78701	6/16/2017 5:38 PM
121	78702	6/16/2017 2:38 PM
122	78751	6/16/2017 12:27 PM
123	78702	6/15/2017 8:12 PM
124	78617	6/15/2017 1:54 PM
125	78704	6/15/2017 1:18 PM
126	78723	6/15/2017 12:30 PM
127	78745	6/15/2017 8:15 AM
128	78702	6/14/2017 3:14 PM
129	78701	6/14/2017 2:56 PM
130	78745	6/14/2017 5:44 AM
131	78745	6/13/2017 7:50 PM
132	78702	6/13/2017 6:24 PM
133	78758	6/13/2017 5:10 PM
134	78702	6/13/2017 4:06 PM
135	78733	6/13/2017 2:41 PM
136	78741	6/13/2017 2:37 PM
137	78738	6/13/2017 2:19 PM
138	78741	6/13/2017 12:09 PM
139	78665	6/12/2017 9:51 AM
140	78747	6/12/2017 8:57 AM
141	78735	6/11/2017 10:55 PM
142	78721	6/10/2017 1:31 PM
143	78701	6/10/2017 1:16 PM
144	78741-4749	6/10/2017 1:35 AM
145	78748	6/9/2017 11:06 AM
146	78725	6/9/2017 6:43 AM
147	78753	6/6/2017 4:02 PM
148	78721	6/5/2017 9:48 AM
149	78701	6/3/2017 5:36 AM
150	78751	6/2/2017 11:56 AM
151	78757	6/1/2017 9:09 PM
152	78727	5/31/2017 7:51 PM
153	78753	5/31/2017 5:38 PM
154	78702	5/31/2017 3:57 PM
155	78702	5/31/2017 1:23 PM
156	78702	5/31/2017 12:57 PM
157	78748	5/31/2017 10:02 AM
158	78702	5/30/2017 4:58 PM

159	78702	5/30/2017 3:41 PM
160	78702	5/30/2017 3:15 PM
161	78702	5/30/2017 2:42 PM
162	78723	5/30/2017 10:59 AM
163	78721	5/30/2017 9:59 AM
164	78613	5/24/2017 1:50 PM



## Q28 Approximate Household Income

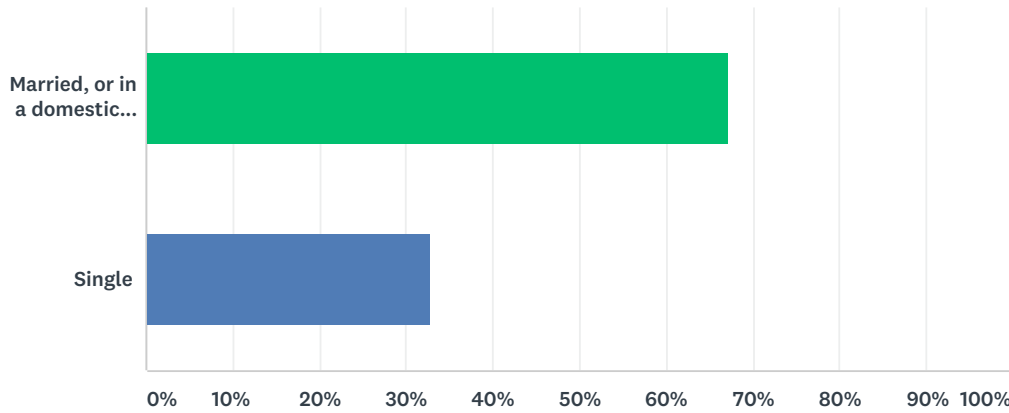
Answered: 147 Skipped: 140



ANSWER CHOICES	RESPONSES	
Less than \$25,000	5.44%	8
\$25,000 - \$49,999	22.45%	33
\$50,000 - \$74,999	22.45%	33
\$75,000 - \$99,999	14.97%	22
Greater than \$100,000	34.69%	51
<b>TOTAL</b>		<b>147</b>

## Q29 Marital Status

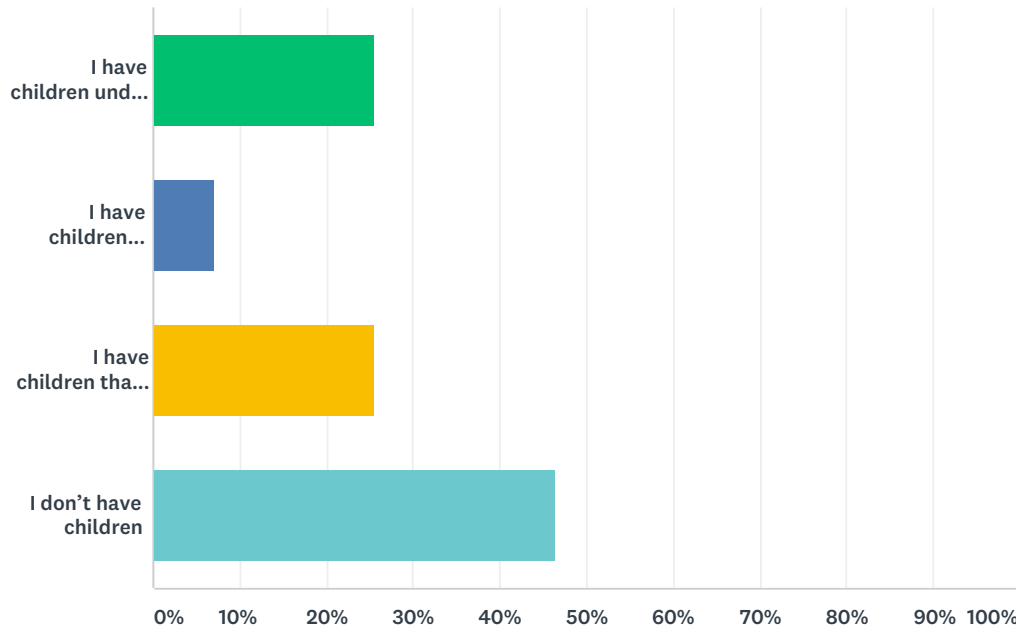
Answered: 152 Skipped: 135



ANSWER CHOICES	RESPONSES	
Married, or in a domestic partnership or civil union	67.11%	102
Single	32.89%	50
TOTAL		152

### Q30 Parenting Status (check all that apply)

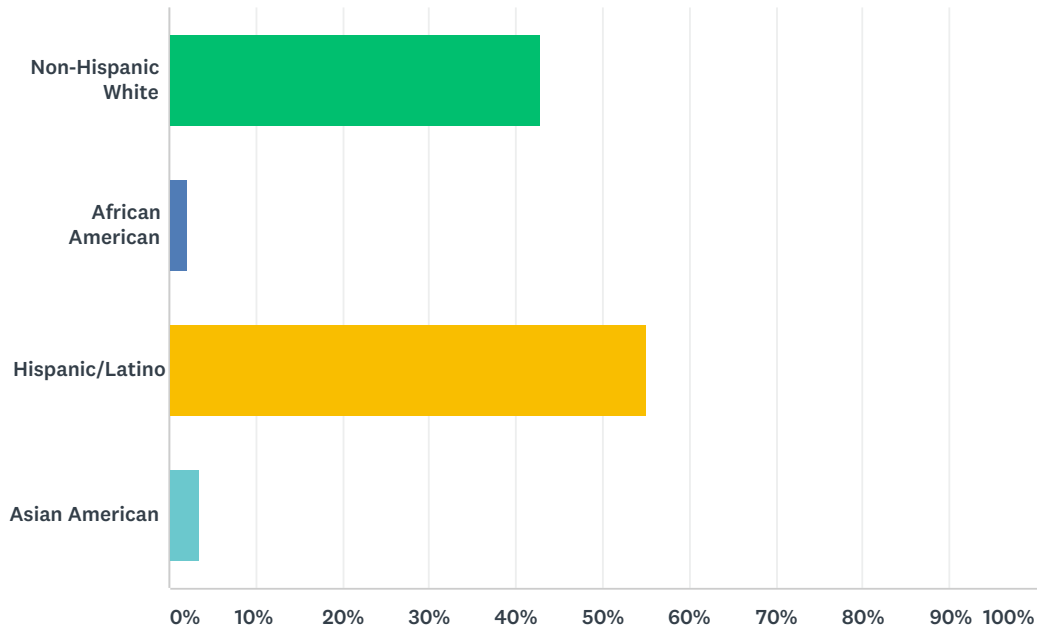
Answered: 153 Skipped: 134



ANSWER CHOICES	RESPONSES	
I have children under the age of 12	25.49%	39
I have children between the ages of 12 and 15	7.19%	11
I have children that are 16 and older	25.49%	39
I don't have children	46.41%	71
Total Respondents: 153		

## Q31 Racial or Ethnic Background

Answered: 142 Skipped: 145



ANSWER CHOICES	RESPONSES
Non-Hispanic White	42.96% 61
African American	2.11% 3
Hispanic/Latino	54.93% 78
Asian American	3.52% 5
Total Respondents: 142	

#	OTHER (PLEASE SPECIFY)	DATE
1	I am of European decent with includes Spain making me a little Hispanic.	7/17/2017 10:36 AM
2	Indigenous/Native American, African, Caucasian/Spanish	6/27/2017 12:54 PM
3	Where's native american on this list?	6/26/2017 9:48 AM
4	How dare you both demand identity disclosure and fail to mention that you will at the front end? Isn't this a basic principle of community input?	6/25/2017 12:01 PM
5	European	6/23/2017 11:15 PM
6	white	6/23/2017 1:01 PM
7	Chicana	6/23/2017 1:08 AM
8	I am white but my husband is Latino - Latino culture is important to our family and would appreciate opportunities to engage our kids in the culture.	6/22/2017 10:22 PM
9	albino blaxican	6/22/2017 3:41 PM
10	AMERICAN	6/22/2017 2:50 PM
11	jewish	6/22/2017 11:03 AM
12	Chicaindia	6/20/2017 1:17 AM

13	Xicano	6/17/2017 5:28 PM
14	Human race	6/17/2017 12:29 PM
15	Chicano/Native American	6/15/2017 1:54 PM
16	Also Mexican	6/15/2017 1:18 PM
17	Native American	6/13/2017 12:09 PM
18	Appalachian American	6/10/2017 1:35 AM
19	Chicano	5/31/2017 12:57 PM





## Save the Date

**Public Open House**  
**Saturday October 7, 2017**  
**10am - 12pm**  
*(10:30 Presentation)*  
600 River St., Austin, TX 78701



## The future of the MACC is in your hands.

Come learn how your thoughts and desires are shaping the direction of a new Master Plan.

The City of Austin Parks and Recreation Department is developing a new vision and Master Plan for the ESB-MACC. Thousands of comments received from the online survey, June public meeting, and focus groups are directing how the site should evolve to meet the community's growing needs. We invite you to join us for a presentation on how all public input has guided current design concepts prepared by the CasaBella architectural team. We seek your input to refine the plan.

Help us review and develop the current design concepts. Join us on Oct. 7.



#MASMACC  
[austintexas.gov/masmacc](http://austintexas.gov/masmacc)



Contact:  
Kim McKnight  
Austin Parks and Recreation Department  
(512) 974-9478  
MASMACC@austintexas.gov



## Reserva la Fecha

**Reunión Abierta al Público**  
**Sábado 7 de octubre del 2017**  
**10:00 am - 12:00 pm**  
*(La presentación será a las 10:30 am)*  
600 River St., Austin, TX 78701



## El futuro del MACC está en tus manos.

Ven a aprender cómo tus ideas y deseos están dándole Forma a la dirección de un nuevo Plan Maestro.

El Departamento de Parques y Recreación de la Ciudad de Austin está desarrollando una nueva visión y Plan Maestro para el ESB-MACC. Miles de comentarios recibidos por medio de la encuesta en línea, la reunión pública de junio y grupos de enfoque, están dándole dirección a la forma en que este sitio debería de evolucionar para satisfacer las crecientes necesidades de la comunidad. Te invitamos a participar en una presentación sobre cómo todas las contribuciones del público han guiado los actuales conceptos de diseño que han sido preparados por el equipo de arquitectura de CasaBella. Necesitamos tus opiniones para refinar el plan.

Ayúdanos a revisar y desarrollar los actuales conceptos de diseño. Acompáñanos el 7 de octubre.



#MASMACC  
[austintexas.gov/masmacc](http://austintexas.gov/masmacc)

**GRATIS**  
Tacos de desayuno y bebidas

**EVENTO FAMILIAR**

**ESPAÑOL**  
Habrá servicio de interpretación



Contacto:  
Kim McKnight  
Austin Parks and Recreation Department  
(512) 974-9478  
MASMACC@austintexas.gov

La Ciudad de Austin se esfuerza en cumplir con la Ley para Estadounidenses con Discapacidades. Si necesitas asistencia especial para participar en nuestros programas o para utilizar nuestras instalaciones por favor llama al 512-874-7225.

**October 7**  
**PUBLIC OPEN HOUSE**  
 10:00am - 12:00pm

**Today's agenda:**

- 10:00 - Registration | **Welcome Table**
- 10:30 - MASTER PLAN PROCESS PRESENTATION | **Auditorium**
- 11:00 - VISIT WITH CASABELLA ARCHITECTS TEAM | **Gallery**
- 12:00 - OPEN HOUSE ENDS | **Leave Your Questionnaire**

**Welcome**

In Sept. 2007, early visionaries, community leaders, and artists gathered for a ribbon cutting ceremony that not only celebrated a dream come true for the Mexican American community, but gifted Austin with a valued treasure that has enriched our city.

It's been nearly 10 years since the ESB-MACC opened its doors to the community. The original Master Plan for the MACC was created in 2000 with the intention to design and build three phases of development. Many things have changed since then, including the expansion of cultural programming, its designation as parkland by the City of Austin, and the changes in neighboring developments which include high-rise condominiums, hotels and vibrant eateries/bars on Rainey Street.

All of these major factors have provided an opportunity for you to help us develop a new Master Plan to reflect the current and future programming needs of the community.

We need your vision for the future growth of the center. Collaborate with your community and share your views with the architectural team on how it should evolve to meet today and tomorrow's needs for our community.

Share your thoughts with the team by completing our questionnaire.



**Project timeline:**



**7 de Octubre**  
**REUNIÓN ABIERTA**  
**AL PÚBLICO**  
 10:00am - 12:00pm

**La agenda para hoy:**

- 10:00 - REGISTRO | **Empieza en la Mesa de Bienvenida**
- 10:30 - PRESENTACIÓN DEL PLAN MAESTRO | **Auditorio**
- 11:00 - VISITA CON LOS ARQUITECTOS DE CASABELLA | **Galería**
- 12:00 - TERMINA REUNIÓN ABIERTA AL PÚBLICO | **Entregue Su Cuestionario**

**Bienvenido**

En septiembre de 2007, visionarios, líderes comunitarios y artistas se reunieron para una ceremonia de inauguración que no solo celebró un sueño hecho realidad para la comunidad mexicana americana, sino que entregó a Austin un valioso tesoro que ha enriquecido nuestra ciudad.

Hoy pasado casi 10 años desde que el ESB-MACC abrió sus puertas a la comunidad, el Plan Maestro original para el MACC fue creado en el 2000 con la intención de diseñar y construir tres fases de desarrollo. Muchas cosas han cambiado desde entonces, incluyendo la expansión de la programación cultural, su designación como parque por la Ciudad de Austin, y los cambios en desarrollos vecinos que incluyen altos condominios, hoteles y vibrantes restaurantes y bares en la calle Rainey.

Todos estos importantes factores han proporcionado una oportunidad para que nos ayudes a desarrollar un nuevo Plan Maestro que refleje las necesidades de programación actuales y futuras de nuestra comunidad.

Necesitamos tu visión para el crecimiento futuro del centro. Colabora con tu comunidad y el equipo de arquitectos, compartiendo tus ideas sobre cómo el ESB-MACC debe evolucionar y satisfacer las necesidades actuales y futuras de nuestra comunidad.

Comparte tus opiniones con el equipo completando nuestro cuestionario.



**Calendario del proyecto:**





**TAB 18-PUBLIC MEETING #2 (OCTOBER 7, 2017)- PRESENTATION**

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# PRESENTATION OF MACC MASTER PLAN

## 2<sup>nd</sup> PUBLIC MEETING - October 7, 2017





The Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) is dedicated to the preservation, creation, presentation, and promotion of the cultural arts of Mexican Americans and other Latino cultures.

# “Goals”

1. Draw more of the community at large into the ESB-MACC
2. Meet present and future needs
3. Improve existing spaces to meet current needs
4. Create phasing plan to meet differing funding options

**“Use the Plaza for more events and activities** - welcome people in and connect to the waterfront more. Recognize that the front door opens to the lake.”





# Public Comments Received

## On-Line Survey

- 280+ respondents

## 7 Focus Groups

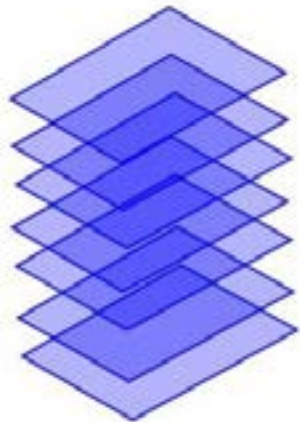
## Public Open House

- June 17<sup>th</sup>, 2017

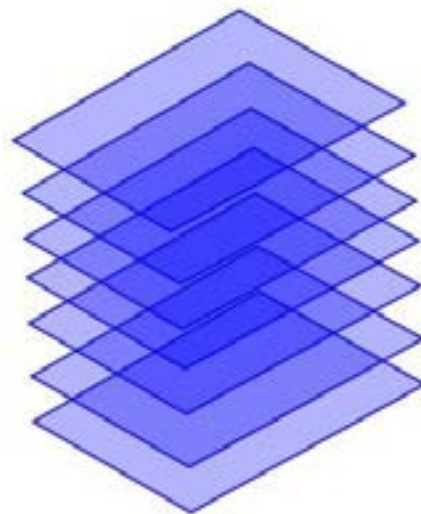
# Most Important Planning Issues

- MORE CLASSROOMS/STUDIOS
- ACCESS AND VIEWS TO LADY BIRD LAKE
- MORE GALLERY SPACE
- SHADE STRUCTURES AT ZOCALO
- LA GRAN ENTRADA
- LARGE THEATER
- ADEQUATE PARKING
- CAFÉ
- OUTDOOR AMPITHEATER
- TEACHING INDUSTRIAL KITCHEN

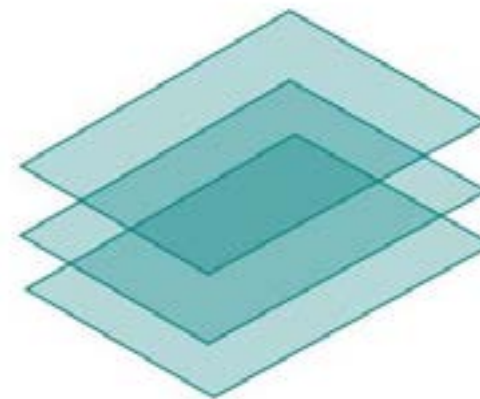
# Classrooms



Existing Classrooms & Meeting Rooms  
4,626 s.f.



New Classrooms & Meeting Rooms  
5,740 s.f.



New Workshops  
(Former Gallery)  
2,640 s.f.

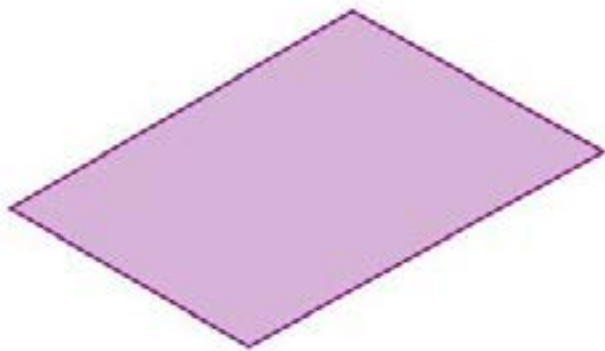


New Industrial Kitchen - 790 s.f.

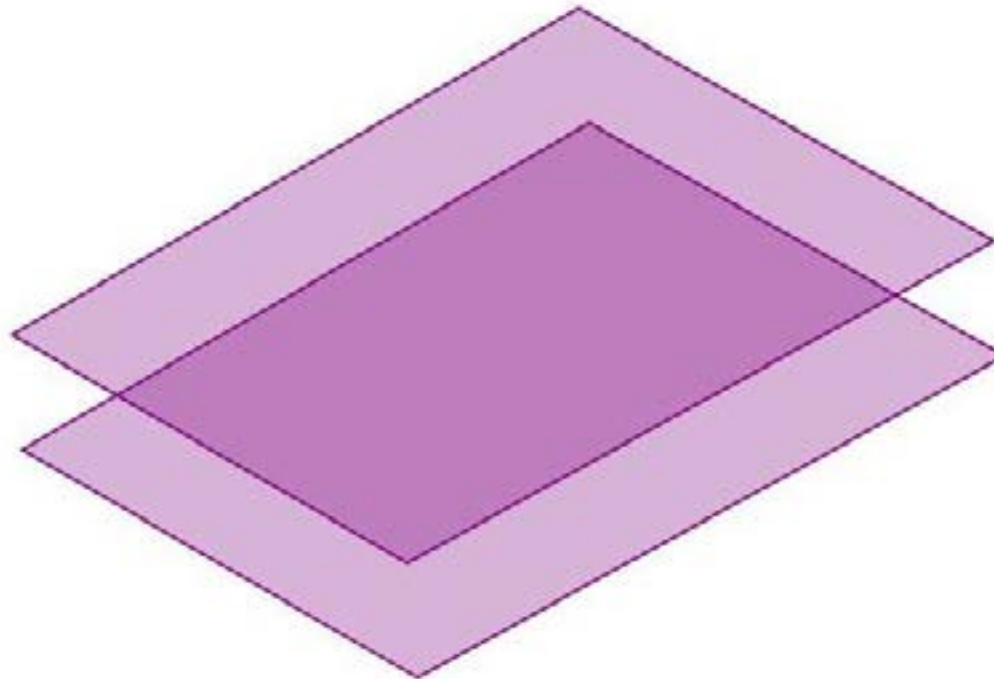
**NEW TOTAL – 9,170 s.f.**

*\*AT THIS TIME ALL SQUARE FOOTAGES ARE APPROXIMATE\**

# Gallery



Existing Galleries  
4,629 s.f.



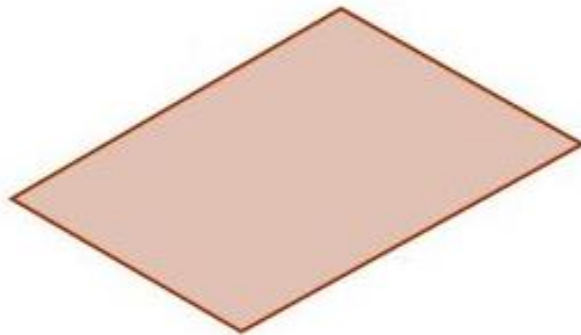
New Galleries and Support Spaces  
17,550 s.f.

*\*AT THIS TIME ALL SQUARE FOOTAGES ARE APPROXIMATE\**

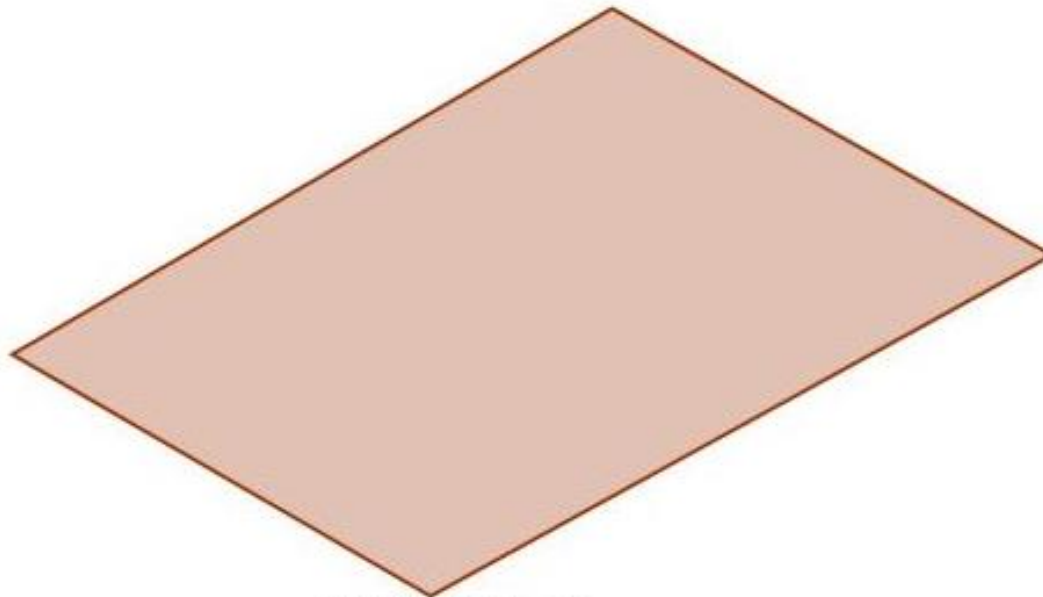
NEW TOTAL – 17,550 s.f.



# Office Space



Existing Offices  
899 s.f.

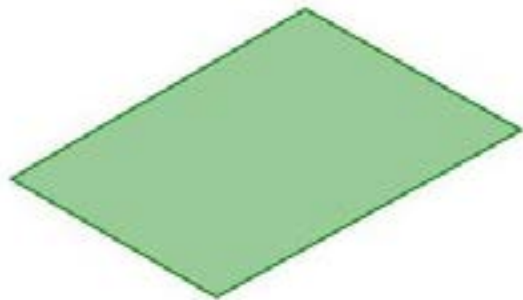


New Offices  
6,100 s.f.

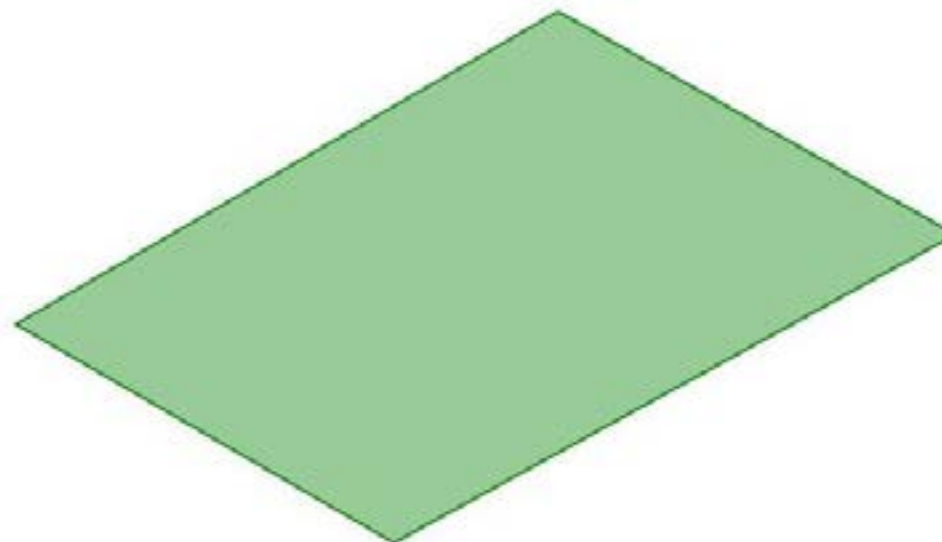
*\*AT THIS TIME ALL SQUARE FOOTAGES ARE APPROXIMATE\**

NEW TOTAL – 6,100 s.f.

# Theatre/Grand Hall



Existing Theatre & Lobby  
3,500 s.f.



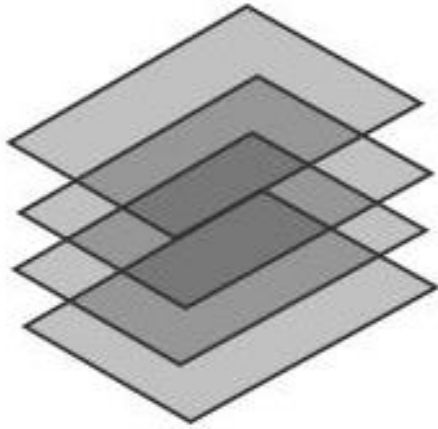
New 1,000 Person Grand  
Hall & Lobby  
18,400 s.f.

*Based on feedback from 10/7/17 public meeting, the master plan team will further explore options for Phase III that addresses the need for dedicated theater/performing arts space.*

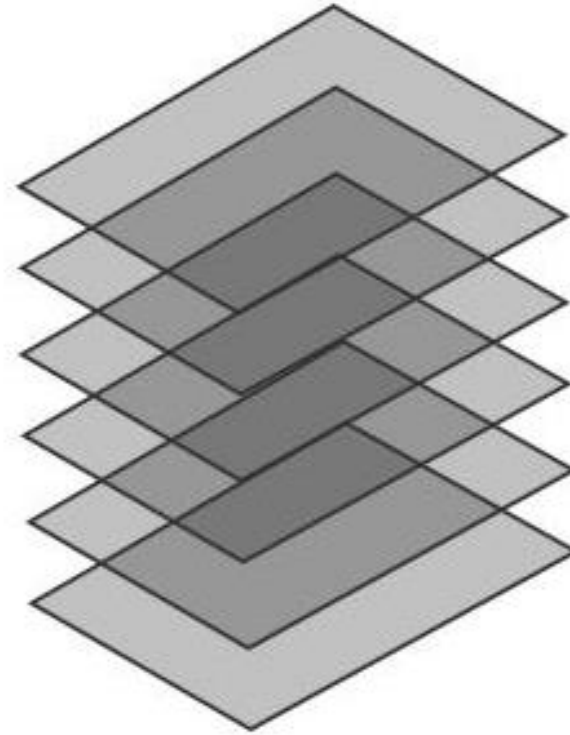
\*AT THIS TIME ALL SQUARE FOOTAGES ARE APPROXIMATE\*

NEW TOTAL – 18,400 s.f.

# Storage



Existing Storage  
1,738 s.f.



New Storage  
3,660 s.f.

*\*AT THIS TIME ALL SQUARE FOOTAGES ARE APPROXIMATE\**

NEW TOTAL – 3,660 s.f.

# Café/Gift Shop



No Existing Café



New Café/Seating and Gift Shop  
3,320 s.f.

*\*AT THIS TIME ALL SQUARE FOOTAGES ARE APPROXIMATE\**

NEW TOTAL – 3,320 s.f.



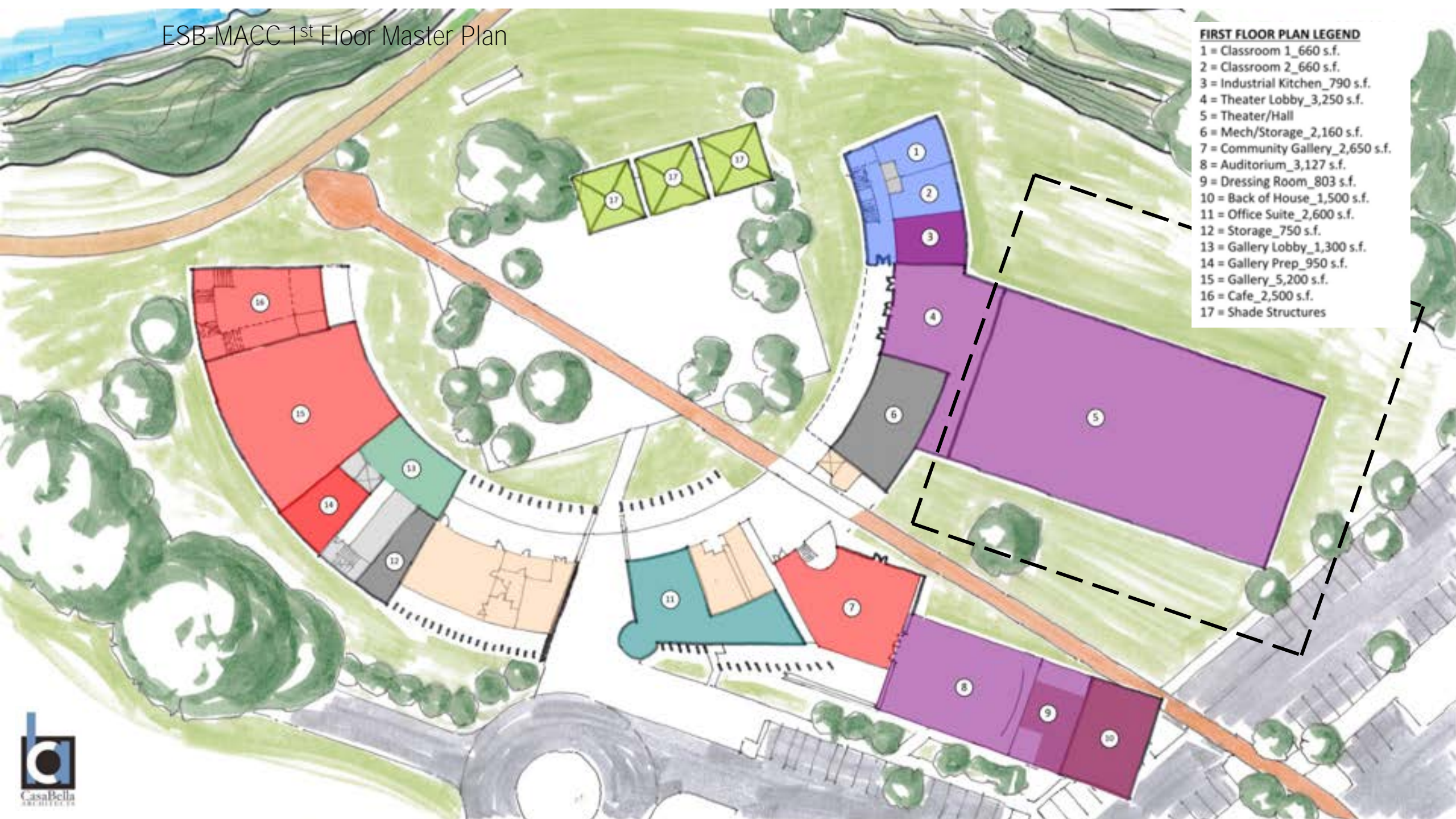
# ESB-MACC 1<sup>st</sup> Floor Existing



- FIRST FLOOR PLAN LEGEND**
- 1 = Black Box Theater\_1,461 s.f.
  - 2 = Dressing Room\_217 s.f.
  - 3 = Black Box Support\_385 s.f.
  - 4 = Mechanical Room\_577 s.f.
  - 5 = Carlos Pineda Visual Arts Room 822 s.f.
  - 6 = Main Office\_381 s.f.
  - 7 = Director's Office\_147 s.f.
  - 8 = Closet\_76 s.f.
  - 9 = Raul Salinas Room\_803 s.f.
  - 10 = Restrooms\_1,009 s.f.
  - 11 = Support\_112 s.f.
  - 12 = Community Gallery\_1,344 s.f.
  - 13 = Auditorium\_3,127 s.f.
  - 14 = Dressing Room\_489 s.f.
  - 15 = Kitchen\_226 s.f.
  - 16 = Support\_183 s.f.
  - 17 = Elevator Room
  - 18 = Elevator
  - 19 = Storage\_254 s.f.
  - 20 = Concessions\_159 s.f.
  - 21 = Maintenance\_626 s.f.

# ESB-MACC 1st Floor Master Plan

- FIRST FLOOR PLAN LEGEND**
- 1 = Classroom 1\_660 s.f.
  - 2 = Classroom 2\_660 s.f.
  - 3 = Industrial Kitchen\_790 s.f.
  - 4 = Theater Lobby\_3,250 s.f.
  - 5 = Theater/Hall
  - 6 = Mech/Storage\_2,160 s.f.
  - 7 = Community Gallery\_2,650 s.f.
  - 8 = Auditorium\_3,127 s.f.
  - 9 = Dressing Room\_803 s.f.
  - 10 = Back of House\_1,500 s.f.
  - 11 = Office Suite\_2,600 s.f.
  - 12 = Storage\_750 s.f.
  - 13 = Gallery Lobby\_1,300 s.f.
  - 14 = Gallery Prep\_950 s.f.
  - 15 = Gallery\_5,200 s.f.
  - 16 = Cafe\_2,500 s.f.
  - 17 = Shade Structures



# ESB-MACC 2<sup>nd</sup> Floor Existing

## SECOND FLOOR PLAN LEGEND

- 1 = Library\_439 s.f.
- 2 = Computer Room\_401 s.f.
- 3 = Conference Room\_437 s.f.
- 4 = Music Room\_440 s.f.
- 5 = Education Office\_371 s.f.
- 6 = Storage/Office\_124 s.f.
- 7 = Storage\_124 s.f.
- 8 = Unisex\_51 s.f.
- 9 = Storage\_38 s.f.
- 10 = Storage\_99 s.f.
- 11 = Dance Studio\_1,284 s.f.
- 12 = Restrooms\_1009 s.f.
- 13 = Closet\_40 s.f.
- 14 = Storage\_201 s.f.
- 15 = Mechanical
- 16 = Janitor's Closet
- 17 = Gallery Reception\_268 s.f.
- 18 = Elevator
- 19 = Storage/Prep\_219 s.f.
- 20 = Electrical
- 21 = Sam Z. Coronado Gallery\_3,285 s.f.
- 22 = Gallery Storage\_361 s.f.

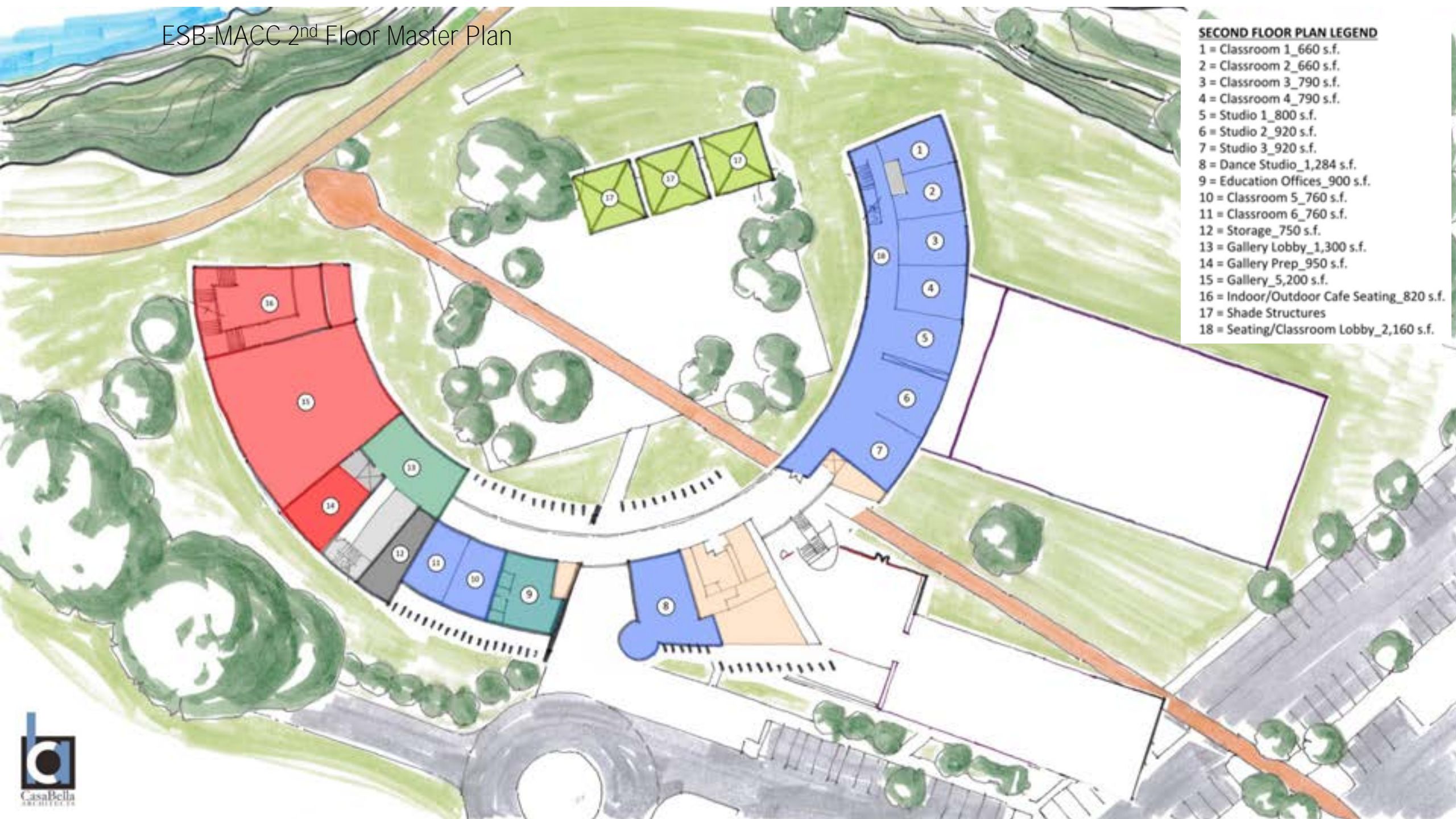




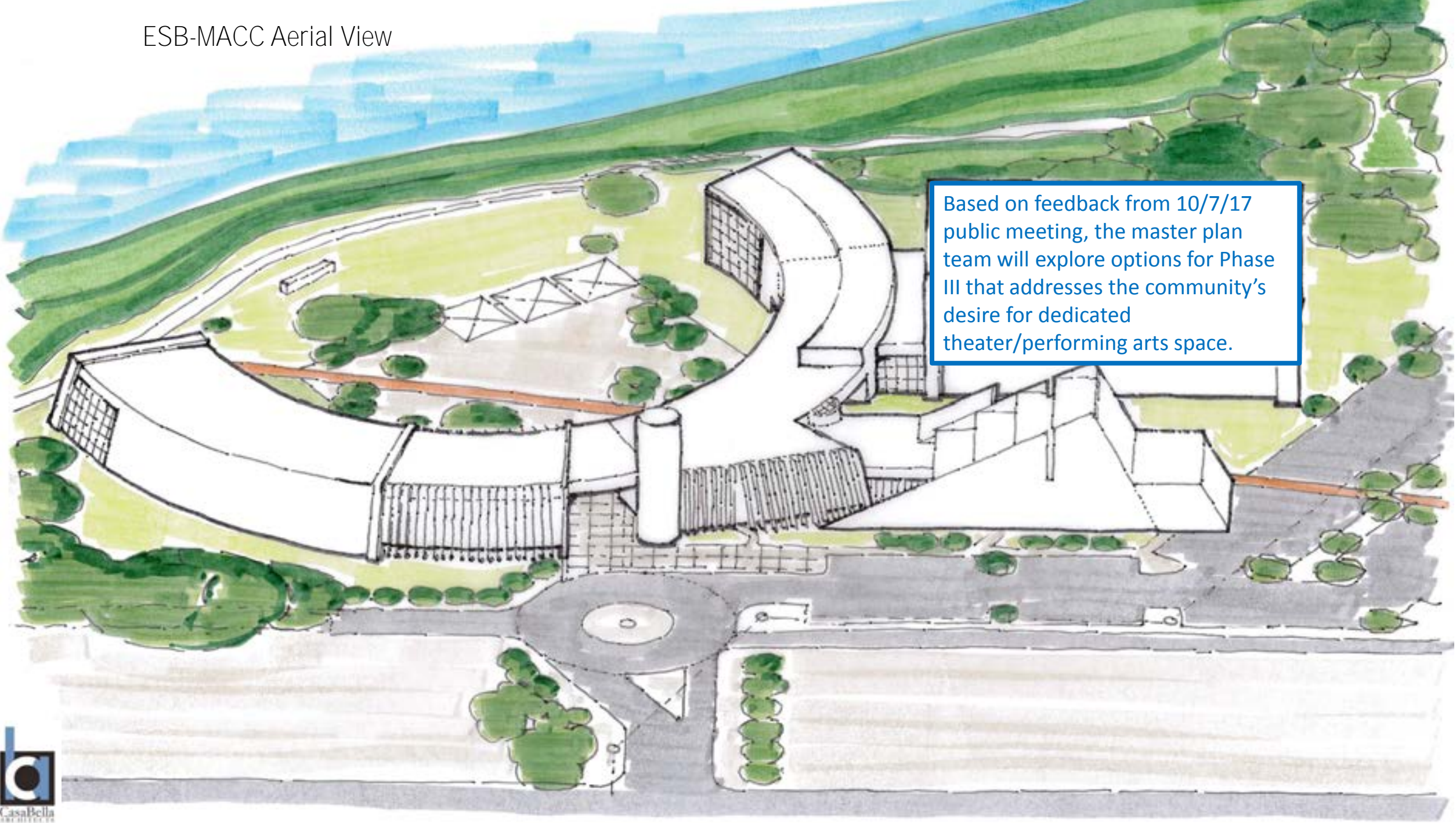
# ESB-MACC 2<sup>nd</sup> Floor Master Plan

## SECOND FLOOR PLAN LEGEND

- 1 = Classroom 1\_660 s.f.
- 2 = Classroom 2\_660 s.f.
- 3 = Classroom 3\_790 s.f.
- 4 = Classroom 4\_790 s.f.
- 5 = Studio 1\_800 s.f.
- 6 = Studio 2\_920 s.f.
- 7 = Studio 3\_920 s.f.
- 8 = Dance Studio\_1,284 s.f.
- 9 = Education Offices\_900 s.f.
- 10 = Classroom 5\_760 s.f.
- 11 = Classroom 6\_760 s.f.
- 12 = Storage\_750 s.f.
- 13 = Gallery Lobby\_1,300 s.f.
- 14 = Gallery Prep\_950 s.f.
- 15 = Gallery\_5,200 s.f.
- 16 = Indoor/Outdoor Cafe Seating\_820 s.f.
- 17 = Shade Structures
- 18 = Seating/Classroom Lobby\_2,160 s.f.



# ESB-MACC Aerial View



Based on feedback from 10/7/17 public meeting, the master plan team will explore options for Phase III that addresses the community's desire for dedicated theater/performing arts space.

# ESB-MACC Aerial View

Based on feedback from 10/7/17 public meeting, the master plan team will explore options for Phase III that addresses the community's desire for dedicated theater/performing arts space.

# ESB-MACC Site Plan



- SITE PLAN LEGEND**
- 1 = Gran Entrada
  - 2 = Paseo
  - 3 = Zócalo
  - 4 = Las Ventanas
  - 5 = El Muelle
  - 6 = Creekside Amphitheatre
  - 7 = Sculpture Garden
  - 8 = Entry Monument Sign
  - 9 = Food Truck Court
  - 10 = Cafe Outdoor Seating



# GRAN ENTRADA



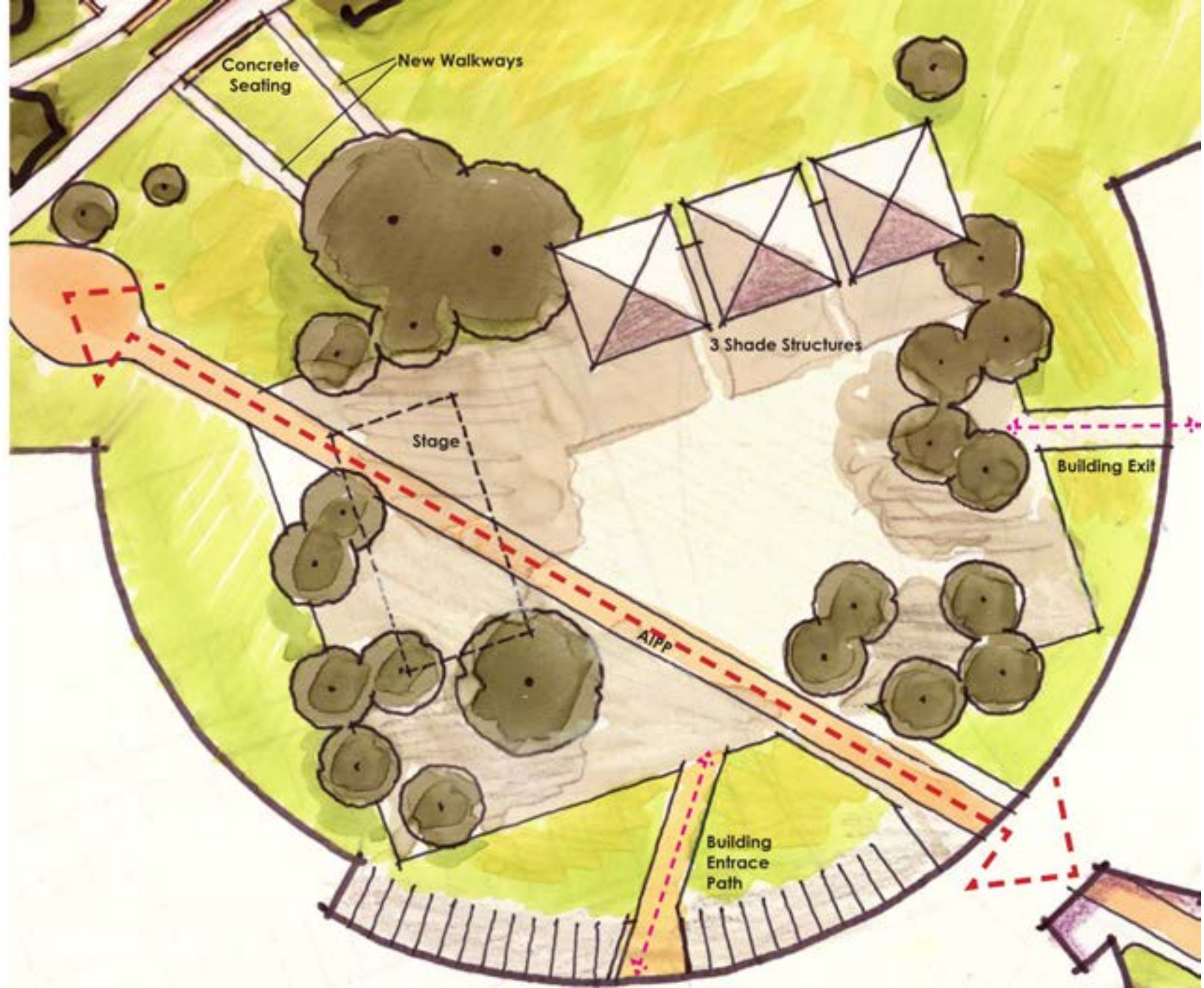
PASEO



LAS VENTANAS  
/ EL MULLE



# ZÓCALO







**MÁS MACC** 

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
MASTER PLAN PROCESS

Join us December 2, 2017 for 3rd and  
Final Public Meeting



**TAB 19-PUBLIC MEETING #2 (OCTOBER 7, 2017)- SIGN-IN SHEETS**

---



# A MÁS MACC-7

Si usted es un representante de una comunidad, por favor envíe este formulario a: *Comunidad de la Calle*

NAME / NOMBRE	ZIP CODE / CODIGO POSTAL	PHONE / TELEFONO	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? / COMO SUFICIA ACERCA DE ESTA REUNION?
<i>MA [illegible]</i>	<i>72702</i>			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friends <input type="checkbox"/> Org Group Association
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*[Handwritten signature]*



Elaborado por: Dra. Patricia Rodríguez, Dra. María José Rodríguez, Dra. María José Rodríguez, Dra. María José Rodríguez, Dra. María José Rodríguez

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# AMÁSMACC

Si tienes alguna duda o necesitas información sobre el curso, puedes contactar con el equipo de AMÁSMACC en el teléfono 947 34 70 60 o en el correo electrónico amasmacc@amasmacc.com

NAME / NOMBRE	ZIP CODE / CÓDIGO POSTAL	PHONE / TELÉFONO	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? / ¿CÓMO SUPICIERON ACERCA DE ESTA REUNIÓN?
Lucía Serrano	28002	91 55 31 82 41	luciaserrano1992@gmail.com	<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
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Karla Serrano	28002	91 55 31 82 41	karlaserrano1992@gmail.com	<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
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# A MÀSMACC

Escribing the names of my contacts to whom I have registered, I agree to receive the information to contact them.

NAME / NOMBRE	ZIP CODE CODIGO POSTAL	PHONE TELEFONO	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? ¿CÓMO SUPICIA ACERCA DE ESTA REUNIÓN?
David Rodríguez	28014			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
David Rodríguez	28014			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
David Rodríguez	28014			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
David Rodríguez	28014			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
David Rodríguez	28014			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
David Rodríguez	28014			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
David Rodríguez	28014			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
David Rodríguez	28014			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
David Rodríguez	28014			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
David Rodríguez	28014			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association



¿Qué información te falta para poder hacer una encuesta de satisfacción de reunión? ¿Por qué?

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By 4:45 p.m. on Tuesday, March 10, 2015, please call the Agency's direct line at 503-251-1000 or e-mail [meeting@masmacc.org](mailto:meeting@masmacc.org)

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Carmen Rodriguez	95003			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
Carmen Rodriguez	95003			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Carmen Rodriguez	95003			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input checked="" type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
Carmen Rodriguez	95003			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
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EN 2022 SE REALIZÓ UN CENSUS DE LOS MIEMBROS DEL COMITÉ LOCAL DE MACC EN EL CUAL PARTICIPARON 107 MIEMBROS DE ESTE COMITÉ LOCAL.

NAME/NUMERE	ZIP CODE CODIGO POSTAL	PHONE TELEFONO	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? ¿CÓMO SUPO CONOCER DE ESTA REUNIÓN?
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Name: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**How well do the design concepts presented today solve the current constraints and future space needs for each of the following priorities?**

**1) Performing Arts** (Dance/Theater/Music, Storage, Dressing Rooms)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_

\_\_\_\_\_

**2) Visual Arts** (Painting/Sculpture/Classrooms/Workshops)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_

\_\_\_\_\_

**3) Gallery & Exhibit** (Storage, Capacity, Public Access)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_

\_\_\_\_\_

**4) Culinary Arts** (Commercial Kitchen, Teaching/Classes)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_

\_\_\_\_\_

**5) Dance Studio**

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_

\_\_\_\_\_

**6) New Spaces** (Artist Concession, Outdoor Amphitheater, Café/Gift Shop)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_

\_\_\_\_\_

**7) Classrooms** (Library/Music/Conference/Education)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**8) El Zocalo (Plaza) Improvements** (Shading, Staging Direction, Signage)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**9) Accessing the ESB-MACC** (Parking, Rainey Street or Trail Access, Bike Paths)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**10) Waterfront** (Seating, Views, Waller Creek, Lady Bird Lake Trail)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**11) Landscaping** (Large/Small Spaces, Movie Projection)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**12) La Gran Entrada/The Grand Entrance** (Cultural Arts Garden, Signage, Vehicle Access)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**Prioritization**

Funding for the construction of the ESB-MACC Master Plan has yet to be determined.

If construction was scheduled to be completed in phases to accommodate funding, which of the proposed Master Plan elements would you like to see prioritized for construction first?

**PLEASE LIST ELEMENTS BY PRIORITY FROM 1-5.**  
(#1 being the most important, 5 being the least)

- \_\_\_\_\_ 1,000 Seat Theatre
- \_\_\_\_\_ Cafe
- \_\_\_\_\_ Classrooms
- \_\_\_\_\_ Commercial Kitchen
- \_\_\_\_\_ Expanded Gallery
- \_\_\_\_\_ La Gran Entrada  
(The Grand Entrance)
- \_\_\_\_\_ Parking
- \_\_\_\_\_ Shading Structures
- \_\_\_\_\_ Waterfront

**Thank you for completing this questionnaire. Please return it to the Welcome Desk when finished.**

**Nombre Completo:** \_\_\_\_\_ **Código Postal:** \_\_\_\_\_

**¿Qué tan bien arreglan los conceptos de diseño presentados hoy los problemas actuales y las futuras necesidades de espacio de las siguientes prioridades?**

**1) Espacios para Artes Interpretativas** (Baile/Teatro/Música, Almacenamiento, Vestidores)

Muy Poco     Algo     Lo Justo     Bastante     No tengo opinión

¿Por qué? \_\_\_\_\_

**2) Artes Visuales** (Pintura/Escultura/Salones de Clase/Talleres)

Muy Poco     Algo     Lo Justo     Bastante     No tengo opinión

¿Por qué? \_\_\_\_\_

**3) Galería y Exhibiciones** (Almacenamiento, Capacidad, Acceso Público)

Muy Poco     Algo     Lo Justo     Bastante     No tengo opinión

¿Por qué? \_\_\_\_\_

**4) Artes Culinarias** (Cocina Comercial, Clases de Cocina)

Muy Poco     Algo     Lo Justo     Bastante     No tengo opinión

¿Por qué? \_\_\_\_\_

**5) Estudio de Baile**

Muy Poco     Algo     Lo Justo     Bastante     No tengo opinión

¿Por qué? \_\_\_\_\_

**6) Nuevas Estructuras** (Concesiones para Artistas, Anfiteatro al Aire Libre, Cafetería/Tienda de Regalos)

Muy Poco     Algo     Lo Justo     Bastante     No tengo opinión

¿Por qué? \_\_\_\_\_

**7) Salones de Clase** (Biblioteca/Música/Conferencias/Educación)

Muy Poco    Algo    Lo Justo    Bastante    No tengo opinión

¿Por qué? \_\_\_\_\_

**8) Mejoras a El Zócalo (La Plaza)** (Sombra, Dirección de Escenografía, Señalización)

Muy Poco    Algo    Lo Justo    Bastante    No tengo opinión

¿Por qué? \_\_\_\_\_

**9) Acceso al ESB-MACC** (Estacionamiento, Rainey Street, aceras, caminos, o ciclo-vías)

Muy Poco    Algo    Lo Justo    Bastante    No tengo opinión

¿Por qué? \_\_\_\_\_

**10) Frente al Agua** (Asientos, Vistas, Waller Creek, Lady Bird Lake Trail)

Muy Poco    Algo    Lo Justo    Bastante    No tengo opinión

¿Por qué? \_\_\_\_\_

**11) Paisajismo** (Espacios grandes/pequeños, Proyección de Películas al Aire Libre)

Muy Poco    Algo    Lo Justo    Bastante    No tengo opinión

Why? \_\_\_\_\_

**12) La Gran Entrada** (Jardín de Arte y Cultura, Señalización, Acceso para Vehículos)

Muy Poco    Algo    Lo Justo    Bastante    No tengo opinión

¿Por qué? \_\_\_\_\_

**Prioridad**

El financiamiento para la construcción del Plan Maestro del ESB-MACC aún no ha sido definido.

Si la construcción fuera programada para ser completada en fases para poderse acoplar con el financiamiento, ¿a cuál de los elementos del Plan Maestro propuestos quisiera que se le diera prioridad para su construcción?

**POR FAVOR LISTE LOS ELEMENTOS POR PRIORIDAD DE 1 A 5.**  
(El número 1 siendo el elemento más importante, y el 5 el menos)

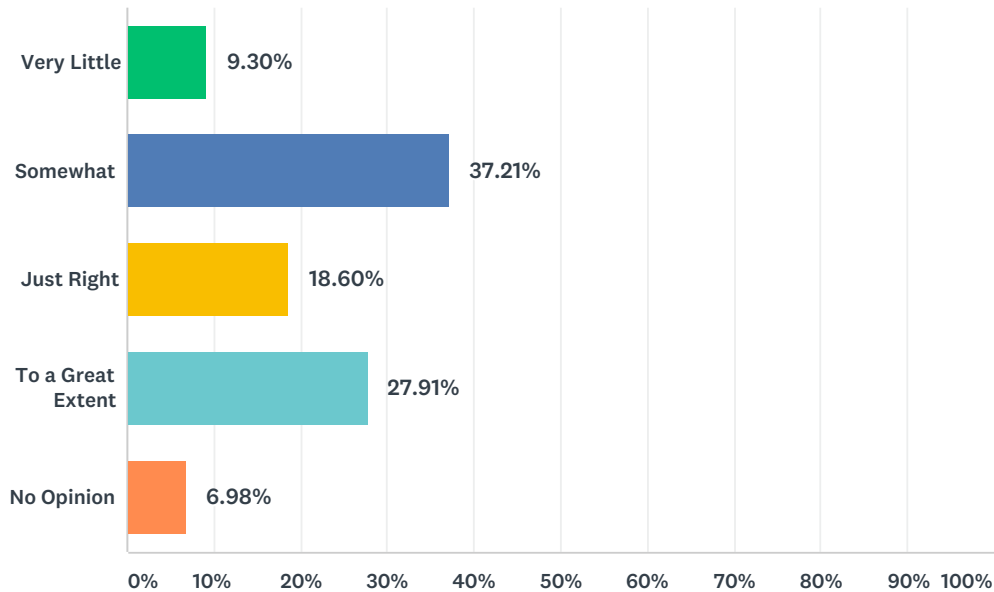
- \_\_\_\_\_ Teatro con 1,000 Asientos
- \_\_\_\_\_ Cafetería
- \_\_\_\_\_ Salones de Clase
- \_\_\_\_\_ Cocina Comercial
- \_\_\_\_\_ Galería Ampliada
- \_\_\_\_\_ La Gran Entrada
- \_\_\_\_\_ Estacionamiento
- \_\_\_\_\_ Estructuras de Sombra
- \_\_\_\_\_ Frente al Agua

Gracias por completar este cuestionario. Por favor devuélvelo a la Mesa de Bienvenida cuando has terminado.



## Q1 How well do the design concepts presented today solve the current constraints and future space needs for priorities related to Performing Arts (Dance/Theater/Music, Storage, Dressing Rooms)?

Answered: 43 Skipped: 3



ANSWER CHOICES	RESPONSES	
Very Little	9.30%	4
Somewhat	37.21%	16
Just Right	18.60%	8
To a Great Extent	27.91%	12
No Opinion	6.98%	3
<b>TOTAL</b>		<b>43</b>

#	WHY?	DATE
1	Focus should be on the needs of artists creating the work, and not on making things bigger. I think you need to focus on the purpose of the MACC and it's mission.	12/21/2017 3:01 PM
2	Sound and space considered.	12/21/2017 2:55 PM
3	They include everyone in the ideas and think about future generation.	12/21/2017 2:30 PM
4	It's an important part to any type of culture.	12/21/2017 2:16 PM
5	Need childcare	12/21/2017 2:12 PM
6	Mas espacio para clases de baile	12/21/2017 1:49 PM
7	Community input questioned the large auditorium. I am curious about accessibility of the greater Austin community being able to utilize the space. THE PYRAMID DESIG MUST BE PRESERVED.	12/21/2017 1:40 PM
8	change 1,000 seat theater to 300	12/21/2017 1:27 PM
9	A thousand seat open space does nothing for the LatinX/Mexican American community. 1,000 is not a theater. Need 300 seats.	12/21/2017 1:12 PM

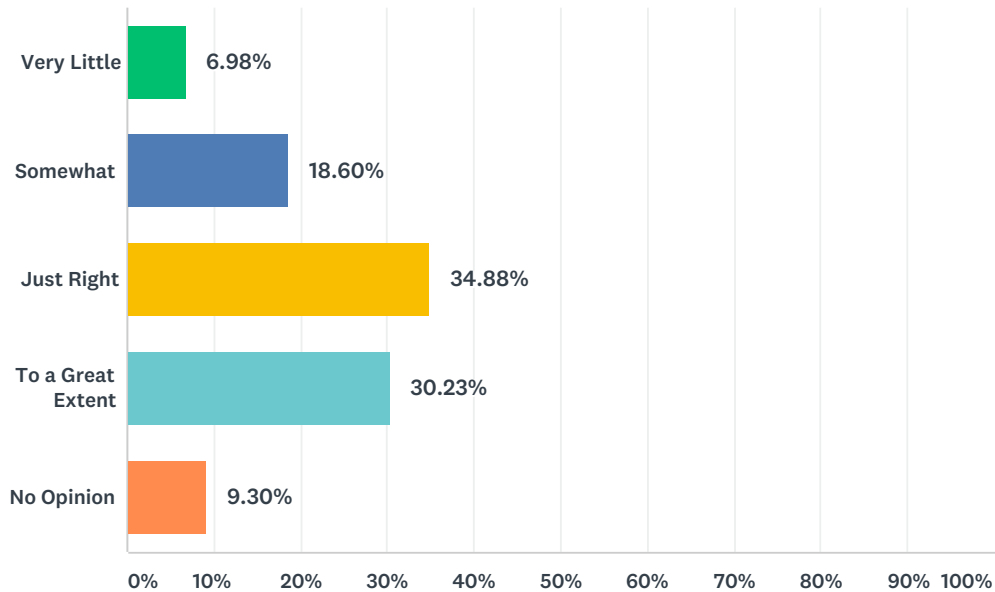


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10	Storage/Dressing/Rooms - to a great extent. The additional theatre space is not in line with current needs. Concerned that the "grand hall" serves the needs of non-artists. Dance studio needs improvements. Need 300-500 seat theater.	12/21/2017 1:05 PM
11	no experience	12/12/2017 8:52 PM
12	I'm aware that the infrastructure to sustain this architectural concepts aren't plan of this master plan but it should be in order to entire fulfillment of the MACC. Auditorium,kitchen space and laundry.	12/12/2017 7:50 PM
13	there are some good improvements to existing auditorium included in phase 2.	12/12/2017 7:36 PM
14	location of specified space should be more efficient. i/e music/ sound, recording, music classrooms and rehearsal space. laundry facilities needed for events in one wing.	12/12/2017 7:32 PM
15	i believe more than 500 seats.	12/12/2017 7:22 PM
16	optimize existing spaces, there is just one music hall that is inconveniently situated next to the offices. (not sound proof)	12/12/2017 7:00 PM
17	more discussion on details.	12/12/2017 6:40 PM
18	we need a solution to current facilities problems while expanding auditorium and new teather.	12/12/2017 6:16 PM
19	Prioritizes turism over artist needs	12/12/2017 6:02 PM
20	seems enough to me	12/12/2017 5:42 PM
21	Certainly, it creates square footage, but it does so at the cost of what is interesting and culturally in touch about the building.	11/15/2017 10:28 AM

## Q2 How well do the design concepts presented today solve the current constraints and future space needs for priorities related to Visual Arts (Painting/Sculpture/Classrooms/Workshops)?

Answered: 43 Skipped: 3



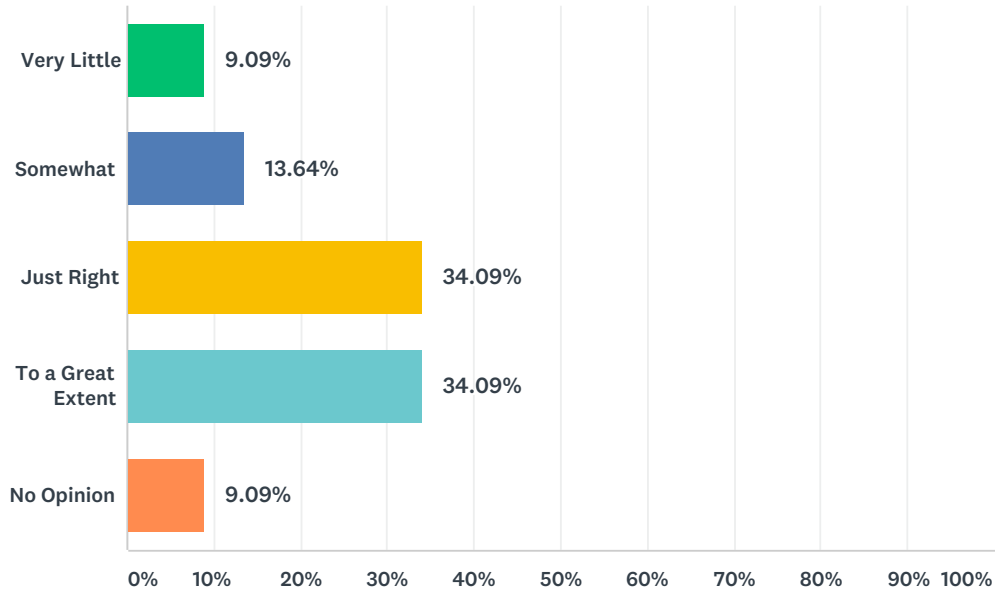
ANSWER CHOICES	RESPONSES	
Very Little	6.98%	3
Somewhat	18.60%	8
Just Right	34.88%	15
To a Great Extent	30.23%	13
No Opinion	9.30%	4
<b>TOTAL</b>		<b>43</b>

#	WHY?	DATE
1	They really think of us so it will help.	12/21/2017 2:30 PM
2	Like I said it's what makes up a culture	12/21/2017 2:16 PM
3	Need childcare	12/21/2017 2:12 PM
4	The extra space for both galleries and classrooms is exciting.	12/21/2017 1:40 PM
5	Both are enhanced. visual arts seem to garner the majority of space increase - is this in line with what MACC visitors want?	12/21/2017 1:05 PM
6	i'd like to see more specifics on actual room/ facility designs.	12/12/2017 7:50 PM
7	As presented in phase 2 seems to satisfy the needs.	12/12/2017 7:36 PM
8	mostly performers in the mtg.	12/12/2017 6:40 PM
9	disagree with construction of classrooms. we need gathering spaces.	12/12/2017 6:02 PM
10	Don't like the water front, don't like La gran Entrada	12/12/2017 3:13 PM



### Q3 How well do the design concepts presented today solve the current constraints and future space needs for priorities related to Gallery & Exhibit (Storage, Capacity, Public Access)?

Answered: 44 Skipped: 2



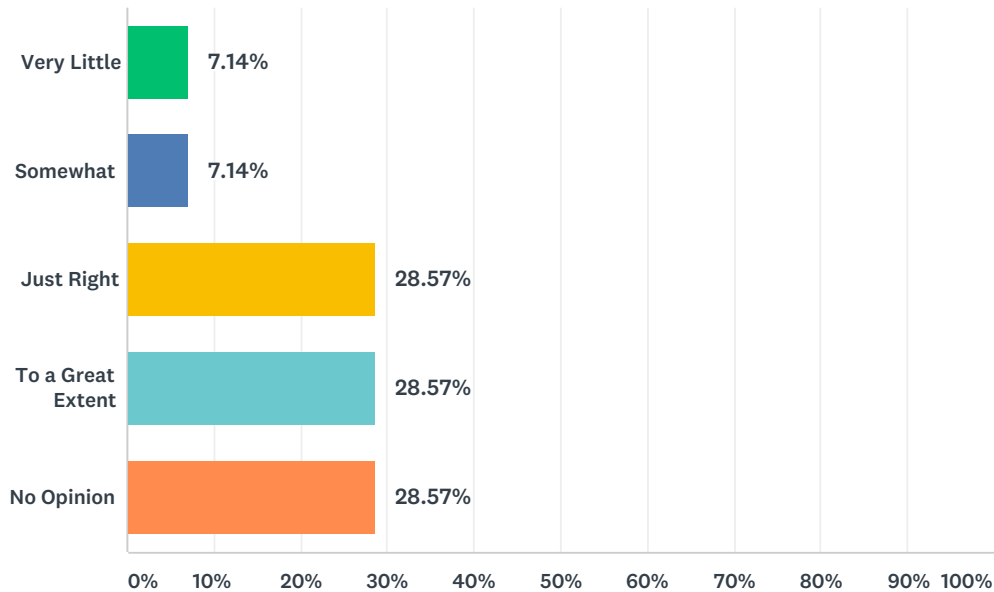
ANSWER CHOICES	RESPONSES	
Very Little	9.09%	4
Somewhat	13.64%	6
Just Right	34.09%	15
To a Great Extent	34.09%	15
No Opinion	9.09%	4
<b>TOTAL</b>		<b>44</b>

#	WHY?	DATE
1	Gallery, lightning, and seating	12/21/2017 2:55 PM
2	Need a place to learn about history of our people, not just dance art and cuisines of Hispanics.	12/21/2017 2:47 PM
3	We need a library for Tejanos in Austin - research material.	12/21/2017 2:42 PM
4	The entrances are very beautiful and will make the MACC a better place.	12/21/2017 2:30 PM
5	Space is good but to much would make it difficult to find years old things	12/21/2017 2:16 PM
6	Need childcare	12/21/2017 2:12 PM
7	More space allows for multiple concurrent exhibitions. The configuration makes it easier to install artwork,	12/21/2017 1:40 PM
8	See comment above about high increase to visual arts and any other needs.	12/21/2017 1:05 PM
9	more space for work and create.	12/12/2017 8:52 PM
10	Should be located closer to the cafe for logistical purposes. the mini kitchen is helpful for opening nights.	12/12/2017 7:32 PM

11	we are on our way. the devil is on the details.	12/12/2017 6:40 PM
12	it will be oriented to turistic visits not to target audience.	12/12/2017 6:16 PM
13	great idea to include a dedicated gallery space.	12/12/2017 6:02 PM
14	I would suggest more studio space. there is lack of access for artist especially to work with installation,media,performance.	12/12/2017 5:42 PM
15	It's excellent to have the outdoor space available for this	11/15/2017 10:28 AM

## Q4 How well do the design concepts presented today solve the current constraints and future space needs for priorities related to Culinary Arts (Commercial Kitchen, Teaching/Classes)?

Answered: 42 Skipped: 4

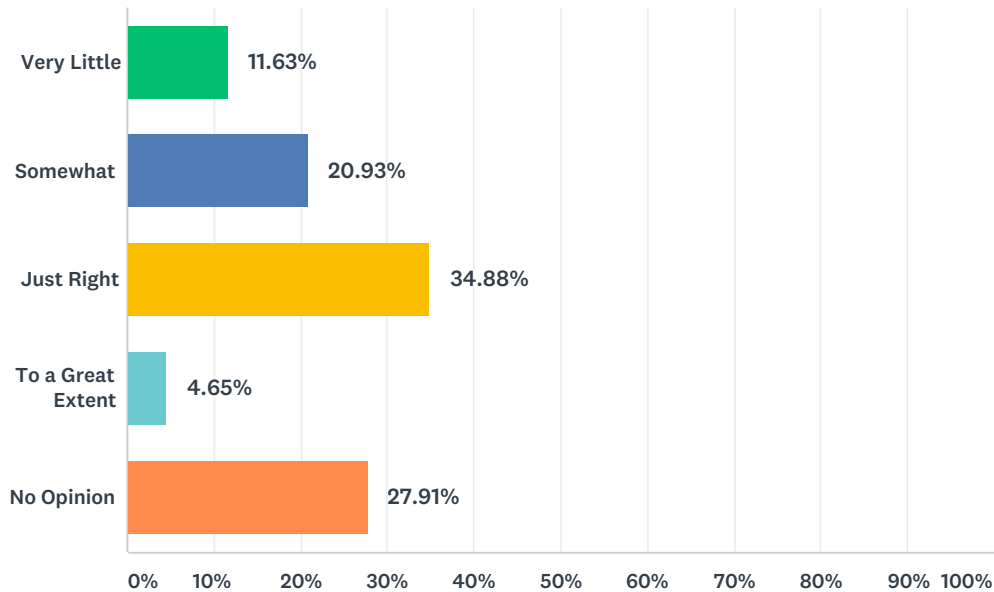


ANSWER CHOICES	RESPONSES	
Very Little	7.14%	3
Somewhat	7.14%	3
Just Right	28.57%	12
To a Great Extent	28.57%	12
No Opinion	28.57%	12
<b>TOTAL</b>		<b>42</b>

#	WHY?	DATE
1	Space	12/21/2017 2:55 PM
2	This isn't really something I am interested in but it's a great thing to have.	12/21/2017 2:30 PM
3	Also allows for people to learn about the culture	12/21/2017 2:16 PM
4	Need childcare	12/21/2017 2:12 PM
5	Interesting to hear the community;'s need. Nice to see it addressed.	12/21/2017 1:40 PM
6	Love the culinary kitchen for instruction and hope there will be strong cross pollination with he cafe and what they serve, consider Cafe Mayopan in El Paso as a reference.	12/21/2017 1:05 PM
7	given that there is no current dedicated space it's definitely a plus.	12/12/2017 7:50 PM
8	did not discuss restaurant idea	12/12/2017 6:40 PM
9	Didn't see as much of that in the talk	11/15/2017 10:28 AM

## Q5 How well do the design concepts presented today solve the current constraints and future space needs for priorities related to the Dance Studio?

Answered: 43 Skipped: 3



ANSWER CHOICES	RESPONSES	
Very Little	11.63%	5
Somewhat	20.93%	9
Just Right	34.88%	15
To a Great Extent	4.65%	2
No Opinion	27.91%	12
<b>TOTAL</b>		<b>43</b>

#	WHY?	DATE
1	Changing the floor in the current studio doesn't meet the minimum requirements of our dancers.	12/21/2017 3:01 PM
2	I feel like dance can teach you a lot about your culture and how that culture once felt	12/21/2017 2:16 PM
3	Need childcare	12/21/2017 2:12 PM
4	Design only to the programming need and not to make it equal. I don't know what that is.	12/21/2017 2:09 PM
5	Upgrades are nice for education. I imagine performers will take advantage of theater spaces.	12/21/2017 1:40 PM
6	I think we still need more dance space for the community at large	12/21/2017 1:12 PM
7	Dance is already the "red headed stepchild" of the performing arts - dissapointing to see that so little is being provided; flooring suitable for zapateadas is absolutely essential	12/21/2017 1:05 PM
8	would love to see more detalis to actual space.	12/12/2017 7:50 PM
9	for studio works.	12/12/2017 6:40 PM
10	not enough into received.	12/12/2017 6:16 PM

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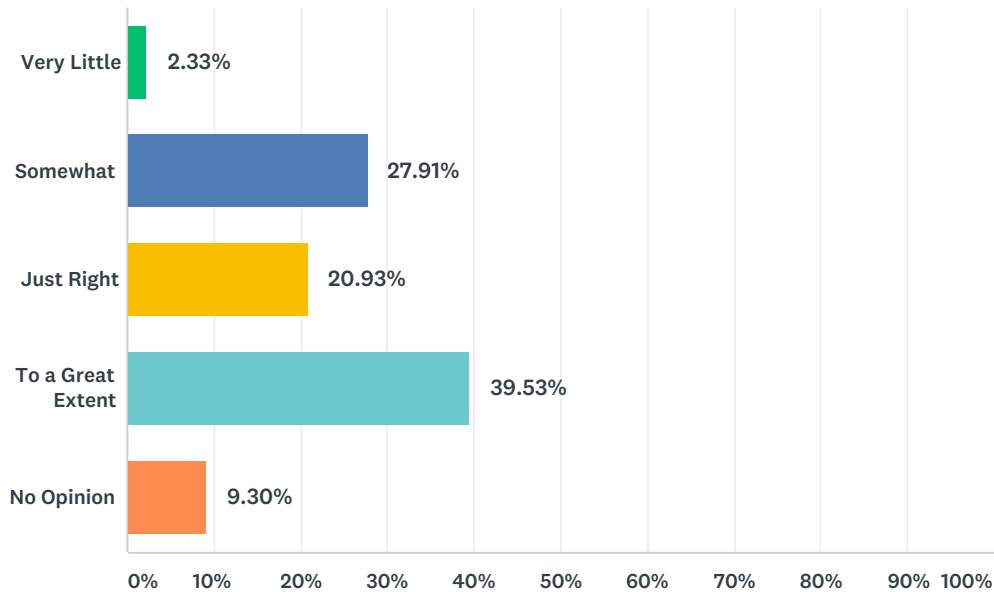
11	still no resources for dancers.	12/12/2017 6:02 PM
12	prioritize in classrooms and small offices.	12/12/2017 3:13 PM

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## Q6 How well do the design concepts presented today solve the current constraints and future space needs for priorities related to New Spaces (Artist Concession, Outdoor Amphitheater, Café/Gift Shop)?

Answered: 43 Skipped: 3



ANSWER CHOICES	RESPONSES
Very Little	2.33% 1
Somewhat	27.91% 12
Just Right	20.93% 9
To a Great Extent	39.53% 17
No Opinion	9.30% 4
<b>TOTAL</b>	<b>43</b>

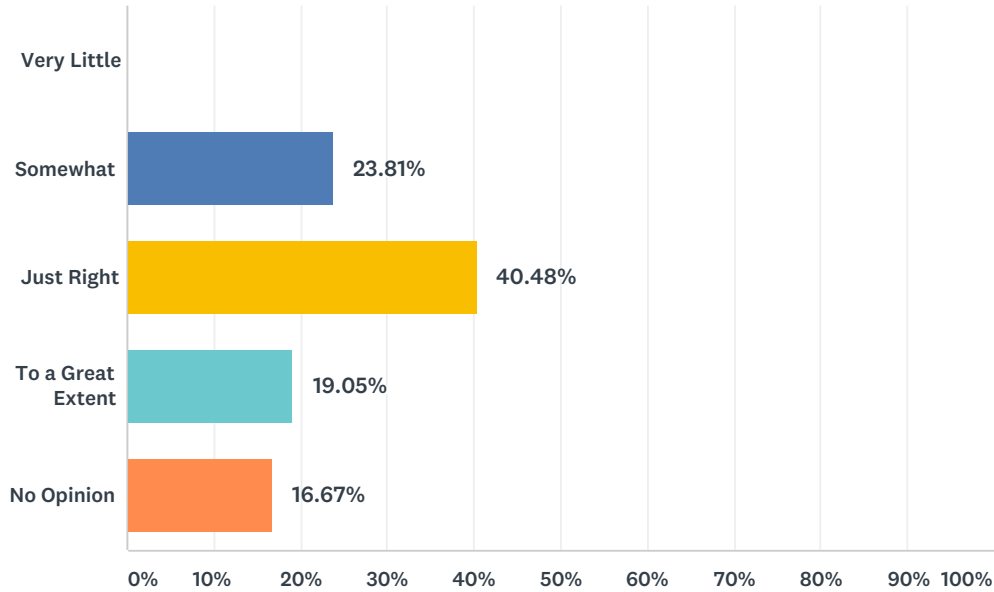
#	WHY?	DATE
1	There is no need for a restaurant to bring in Rainey residents that have no interest in art at the MACC or our community.	12/21/2017 3:01 PM
2	Cafe no maybe cafe bar don't see much use. Noise level, delivery for cafe and gift shop.	12/21/2017 2:55 PM
3	Need an area for historical preservation of family trees of Austin and Hispanics in TX (genealogy)	12/21/2017 2:47 PM
4	Cafe/Gift Show - Rotation of Mexican restaurants serving foods and pastries that are culturally relevant! Not to comply with taste of general public.	12/21/2017 2:40 PM
5	The cafe can be like a mexican cafe?	12/21/2017 2:34 PM
6	All of these will help us make the MACC a better place.	12/21/2017 2:30 PM
7	The cafe is good for maybe allowing teens to work there and a park for children would be great.	12/21/2017 2:16 PM
8	Need underground parking garage if it can be developed with a public/private partnership.	12/21/2017 2:09 PM
9	The cafeteria structure looks a little heavy. More windows would be great.	12/21/2017 1:49 PM

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10	The cafe is a great idea to capture trail audience. Amphitheater is very exciting as performance space and opening sight towards Waller Creek.	12/21/2017 1:40 PM
11	Not a need!	12/21/2017 1:27 PM
12	Love these spaces they open up so much possibility for community, culture making and innovation; will a portion of proceeds garnered benefit MACC programming?	12/21/2017 1:05 PM
13	increase space in theater 500 seats	12/12/2017 8:38 PM
14	given that is all new space additions are great.	12/12/2017 7:50 PM
15	shade structures should be frames with vines.	12/12/2017 6:40 PM
16	outdoor amphitheater good idea, bundle cafe with performance space/ cafe teatro.	12/12/2017 6:16 PM
17	like the idea of a cafe or gatherer space space for public, cowork space needed.	12/12/2017 6:02 PM
18	community garden also space where artist might wait to create work.	12/12/2017 5:42 PM
19	The integration into the surrounding area is engaging	11/15/2017 10:28 AM
20	cafe should definitely drive traffic, engage with passersby. increased access/views to trail and water will enhance the experience of MACC visitors.	10/23/2017 11:55 AM

## Q7 How well do the design concepts presented today solve the current constraints and future space needs for priorities related to Classrooms (Library/Music/Conference/Education)?

Answered: 42 Skipped: 4

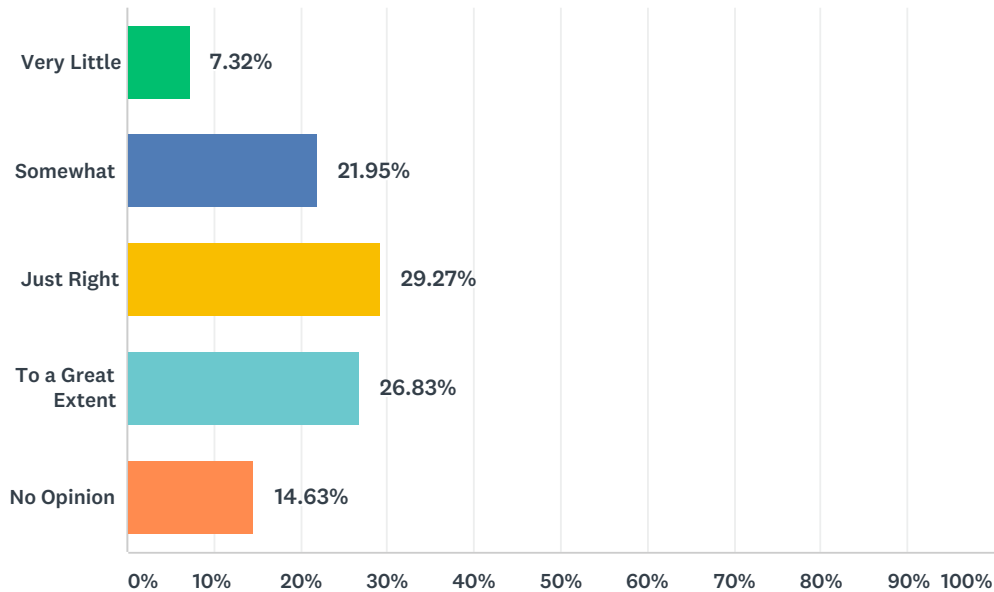


ANSWER CHOICES	RESPONSES	
Very Little	0.00%	0
Somewhat	23.81%	10
Just Right	40.48%	17
To a Great Extent	19.05%	8
No Opinion	16.67%	7
<b>TOTAL</b>		<b>42</b>

#	WHY?	DATE
1	The more we have the more we can educate the future generation.	12/21/2017 2:30 PM
2	Need childcare	12/21/2017 2:12 PM
3	Childcare should have one dedicated space with optional rooms. Security + child bathrooms should be part of the design.	12/21/2017 2:09 PM
4	Extra space addresses community needs. Space for making is necessary for learning the arts.	12/21/2017 1:40 PM
5	Tremendously; look forward to seeing them greatly used.	12/21/2017 1:05 PM
6	more classrooms	12/12/2017 8:52 PM
7	somewhat confused as to actual use of space given that there isn't current designation and use.	12/12/2017 7:50 PM
8	hoe the shade structures pay homage to Teodoro's orinigal ideas of las nubes and include play structure for the kids.	12/12/2017 7:32 PM
9	Seems useful to have multivariate spaces	11/15/2017 10:28 AM

## Q8 How well do the design concepts presented today solve the current constraints and future space needs for priorities related to El Zocalo (Plaza) Improvements (Shading, Staging Direction, Signage)?

Answered: 41 Skipped: 5



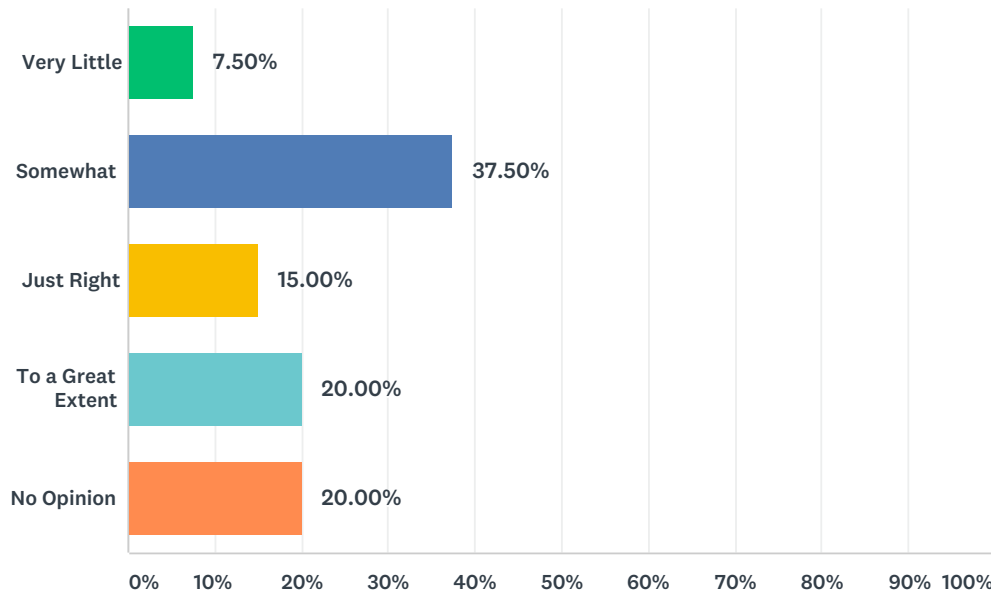
ANSWER CHOICES	RESPONSES	
Very Little	7.32%	3
Somewhat	21.95%	9
Just Right	29.27%	12
To a Great Extent	26.83%	11
No Opinion	14.63%	6
<b>TOTAL</b>		<b>41</b>

#	WHY?	DATE
1	Shading should be done with more trees.	12/21/2017 3:01 PM
2	Sign on I-35 good idea, no dog walking	12/21/2017 2:55 PM
3	Need share for the stage performers on the state in Zocalo. Build amphitheater on zocalo!	12/21/2017 2:40 PM
4	Like the shading, don't like the design.	12/21/2017 2:34 PM
5	Shade structures seem off track and won't provide necessary shade.	12/21/2017 2:09 PM
6	Little change needed. Can share be mobile?	12/21/2017 1:40 PM
7	Added shade will be nice; need to make sure that there's enough sound protection/consideration of the black box and other spaces.	12/21/2017 1:05 PM
8	I'd love to see more use of plaza or concepts for greater use.	12/12/2017 7:50 PM
9	it would be ideal a bandshell for outdoor concerts.	12/12/2017 7:00 PM
10	shading should be oriented to touristic visits not to target audience.	12/12/2017 6:16 PM

11	Shading. have you thought of a raised plataform?	12/12/2017 5:42 PM
12	Again, better connection to the arae	11/15/2017 10:28 AM
13	more shade. look at what Sundance Square did in Fort Worth.	10/23/2017 11:55 AM

## Q9 How well do the design concepts presented today solve the current constraints and future space needs for priorities related to Accessing the ESB-MACC (Parking, Rainey Street or Trail Access, Bike Paths)?

Answered: 40 Skipped: 6



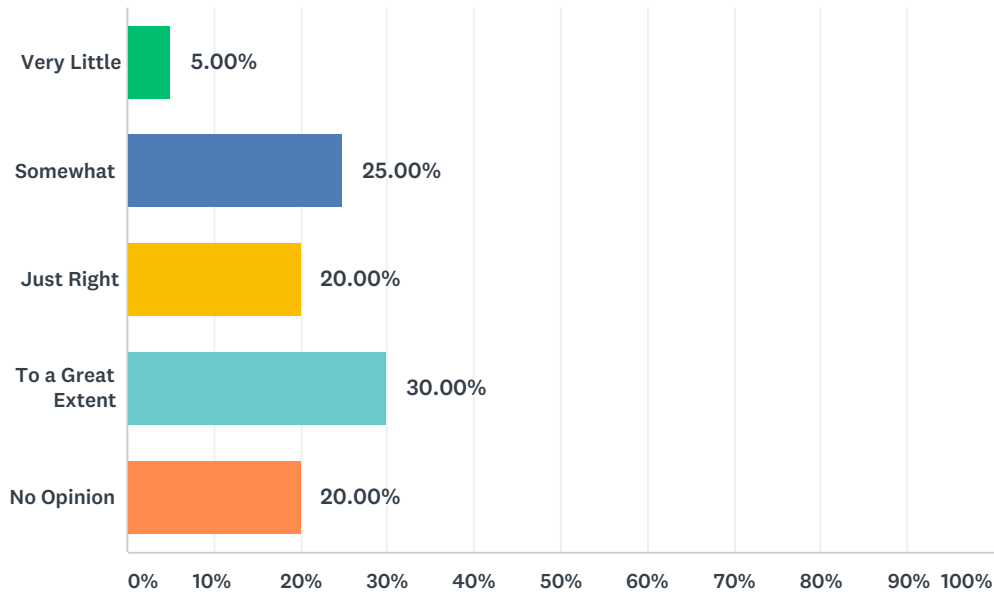
ANSWER CHOICES	RESPONSES	
Very Little	7.50%	3
Somewhat	37.50%	15
Just Right	15.00%	6
To a Great Extent	20.00%	8
No Opinion	20.00%	8
<b>TOTAL</b>		<b>40</b>

#	WHY?	DATE
1	You are all focused way to much on access for Rainey residents and not enough on the MACC community.	12/21/2017 3:01 PM
2	Underground parking first phase, fire exit.	12/21/2017 2:55 PM
3	I believe the future will no longer need any parking. Things are changing fast since uber came. New idea of transportation are coming up.	12/21/2017 2:34 PM
4	These walkways would be so beautiful.	12/21/2017 2:30 PM
5	Not enough parking. Parking garage or underground parking.	12/21/2017 1:49 PM
6	Parking is a challenge. The gardens have potential to bugger the Rainey audience vs the MACC audience.	12/21/2017 1:40 PM
7	How will they park when we already use the future big box space as parking?	12/21/2017 1:12 PM
8	Love the trail but concerned w/parking and lack of bike/bus transit.	12/21/2017 1:05 PM

9	looks the same	12/12/2017 8:52 PM
10	we need better access via bus/ bus stops	12/12/2017 8:41 PM
11	Doesn't look to be very improvements.	12/12/2017 7:50 PM
12	more parking space	12/12/2017 7:00 PM
13	Well done linkages	11/15/2017 10:28 AM
14	add B-cycle station.	10/23/2017 11:55 AM

## Q10 How well do the design concepts presented today solve the current constraints and future space needs for priorities related to the Waterfront (Seating, Views, Waller Creek, Lady Bird Lake Trail)?

Answered: 40 Skipped: 6



ANSWER CHOICES	RESPONSES	
Very Little	5.00%	2
Somewhat	25.00%	10
Just Right	20.00%	8
To a Great Extent	30.00%	12
No Opinion	20.00%	8
<b>TOTAL</b>		<b>40</b>

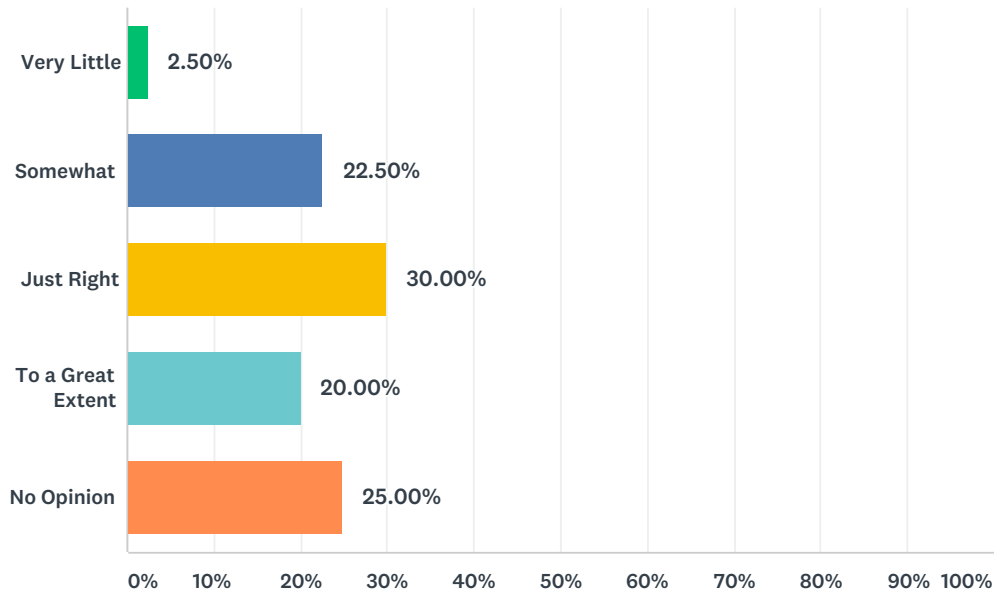
#	WHY?	DATE
1	N/A	12/21/2017 2:55 PM
2	Work on the concrete stair design.	12/21/2017 2:34 PM
3	This is a cool space to the MACC so the more attention they bring it the better.	12/21/2017 2:30 PM
4	Exciting! What about water transportation from the opposite bank? Conversation with the Trail Foundation for trail adjustment?	12/21/2017 1:40 PM
5	This is gorgeous addition; so much of the work in community connects to our native connection to the earth.	12/21/2017 1:05 PM
6	would love to see the amphitheater on waterfall.	12/12/2017 7:50 PM
7	love the idea o cleaning space of kayak/canoe access to ESB-MACC.	12/12/2017 7:32 PM
8	community garden	12/12/2017 7:22 PM
9	good idea to create MACC prescence on the shore.	12/12/2017 6:40 PM
10	good to tell the story of MACC with signs and graphies plaques.	12/12/2017 6:16 PM



11	focusing on turism not community.	12/12/2017 6:02 PM
12	we need seating	12/12/2017 5:42 PM
13	While more focus is possible, this is a nice improvement	11/15/2017 10:28 AM

## Q11 How well do the design concepts presented today solve the current constraints and future space needs for priorities related to the Landscaping (Large/Small Spaces, Movie Projection)?

Answered: 40 Skipped: 6



ANSWER CHOICES	RESPONSES
Very Little	2.50% 1
Somewhat	22.50% 9
Just Right	30.00% 12
To a Great Extent	20.00% 8
No Opinion	25.00% 10
<b>TOTAL</b>	<b>40</b>

#	WHY?	DATE
1	More trees for space	12/21/2017 2:55 PM
2	I love all of these things.	12/21/2017 2:30 PM
3	What about signage on IH-35?	12/21/2017 2:12 PM
4	I am concerned about the vagueness in the plant and tree choices. want purposeful choices.	12/21/2017 2:09 PM
5	Programming seems appropriate.	12/21/2017 1:40 PM
6	More xeriscaping and native plants	12/21/2017 1:12 PM
7	Love the fountain and the exterior features; native plants	12/21/2017 1:05 PM
8	gardens and paseo are lovely- where will the founding for maintaining come from?	12/12/2017 7:32 PM
9	you need spaces for rehearsals, recordings, teaching. ( music halls with chalkboards, good sound, ceiling projectors, etc )	12/12/2017 7:00 PM
10	-river access needs to be prominent (should be entrance) -space for fundraisers, festivals or venue generators. -for studio works.	12/12/2017 6:40 PM

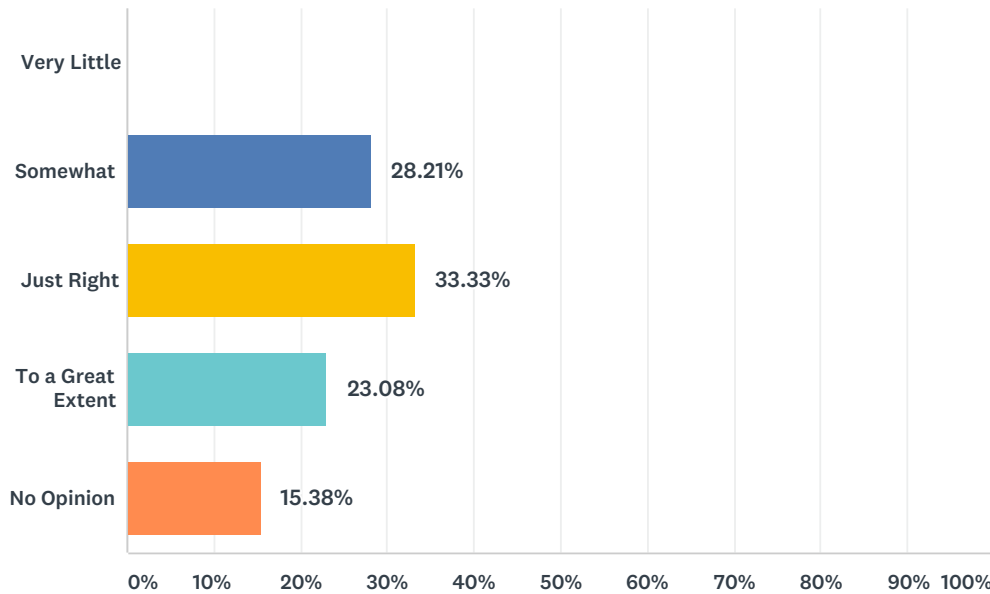
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11	love the idea of la gran entrada featuring landscaping and sculpture.	12/12/2017 6:02 PM
12	can't really tell--it is very strange that nothing in this questionnaire asked about overall opinion or challenges with the project. This is not a survey designed, really, for opinion-gathering or listening. This doesn't leave me with much confidence that the firm is truly considering community opinion when zero questions about the appearance of the facility, for example, or how people move through the space.	11/15/2017 10:28 AM

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## Q12 How well do the design concepts presented today solve the current constraints and future space needs for priorities related to La Gran Entrada/The Grand Entrance (Cultural Arts Garden, Signage, Vehicle Access)?

Answered: 39 Skipped: 7



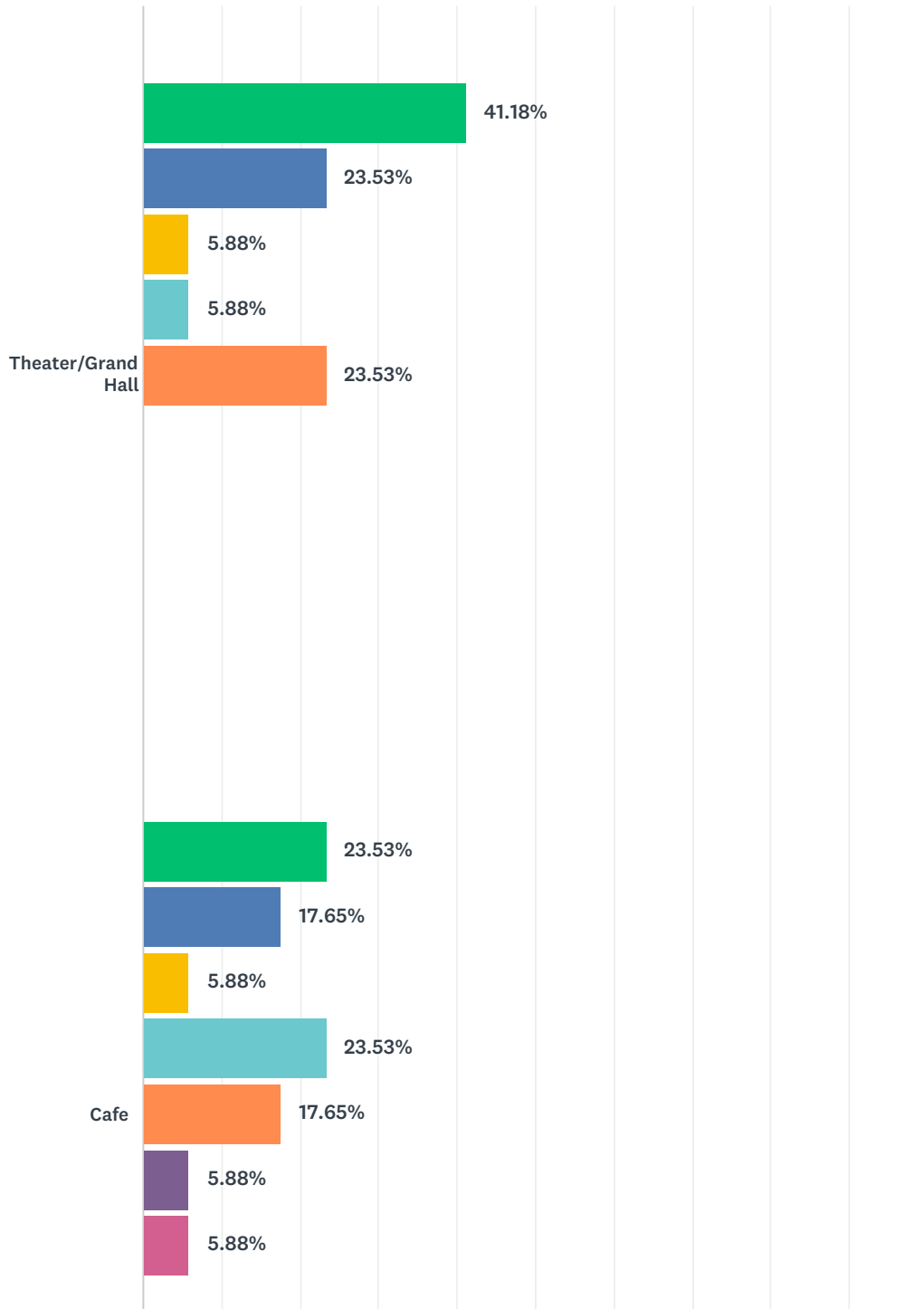
ANSWER CHOICES	RESPONSES	
Very Little	0.00%	0
Somewhat	28.21%	11
Just Right	33.33%	13
To a Great Extent	23.08%	9
No Opinion	15.38%	6
<b>TOTAL</b>		<b>39</b>

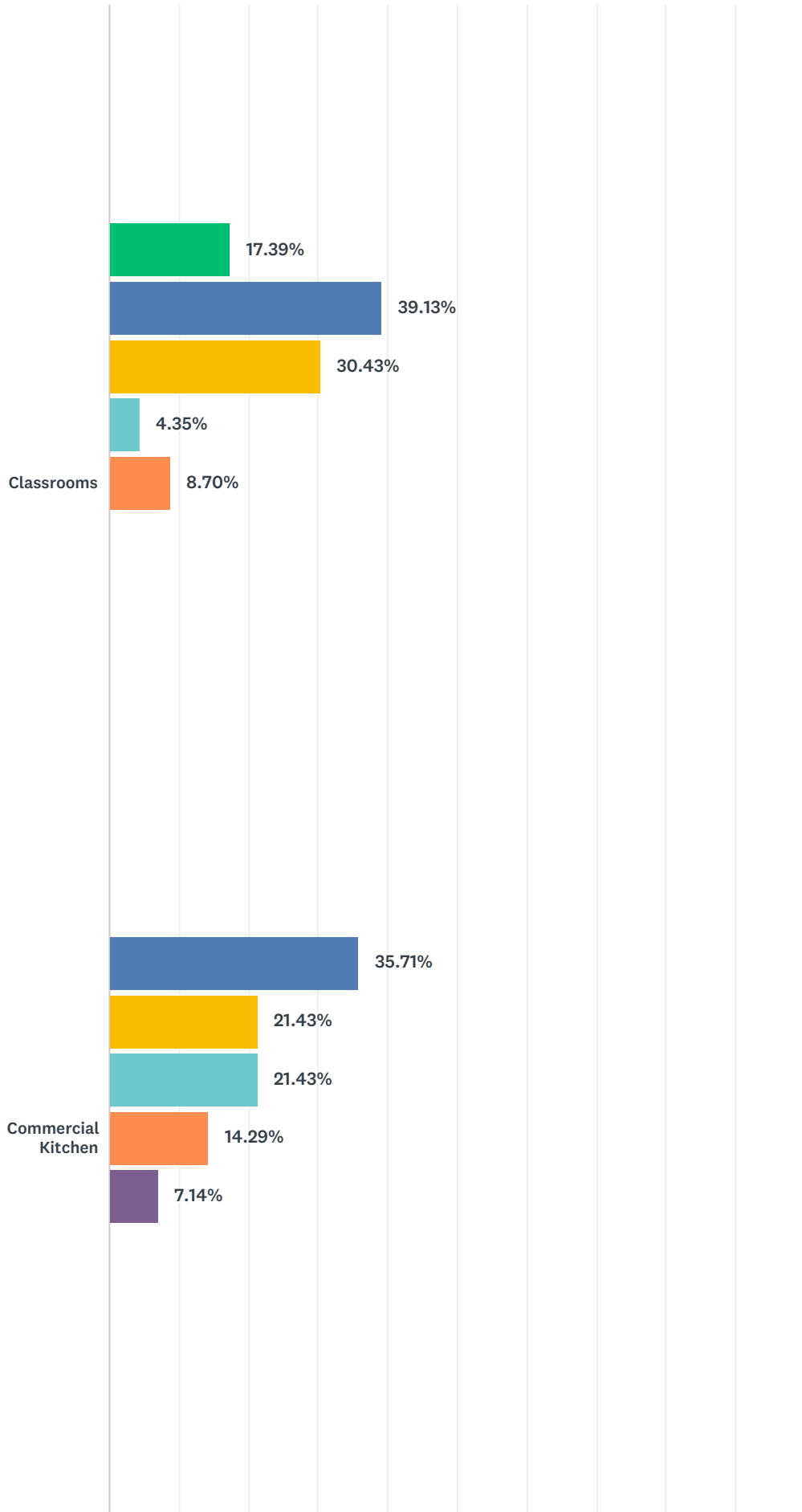
#	WHY?	DATE
1	Parking only for MACC. Fire exit.	12/21/2017 2:55 PM
2	I say the peaceful garden won't be so peaceful since we are in the middle of bars and venues. To many homeless people will find a home there.	12/21/2017 2:34 PM
3	These would be my favorite parts.	12/21/2017 2:30 PM
4	I am curious about the chevron wall. Is that a Hispanic design? If not, there are so many options especially mesoamerican.	12/21/2017 2:09 PM
5	Optimistic solution to encourage pedestrian engagement. Majority of visitors will arrive by vehicle. Does entrance property accommodate autos and public transportation?	12/21/2017 1:40 PM
6	Love this space and how it enhances the welcoming experience; please look into signage from I-35	12/21/2017 1:05 PM
7	Integration of MACC into surrounding areas both geographically and community.	12/12/2017 8:48 PM
8	would have wanted more cultural references to be displayed.	12/12/2017 7:50 PM

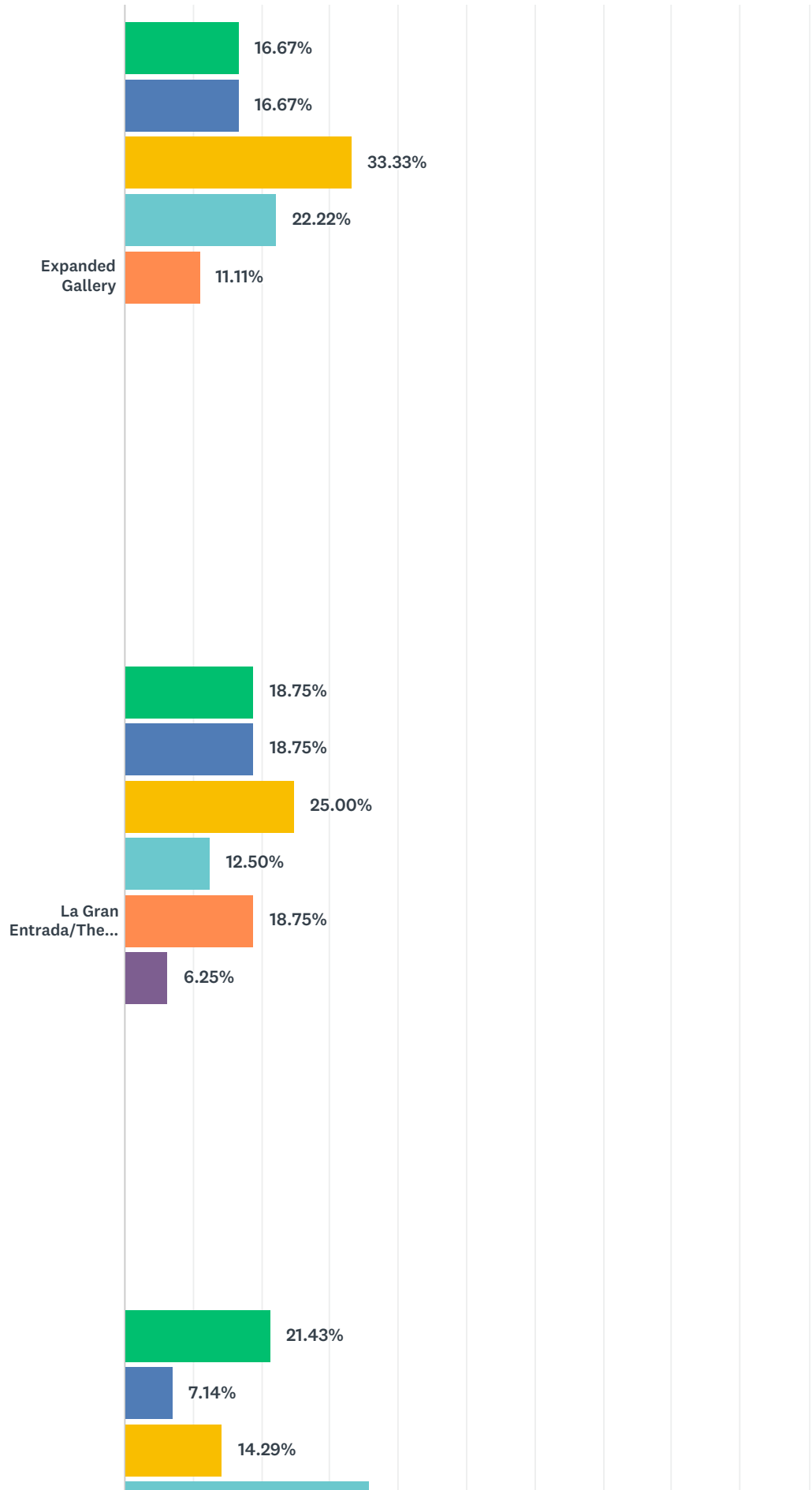
9	Design needs to improve.	12/12/2017 7:36 PM
10	sculpture on the circle.	12/12/2017 6:40 PM
11	bigger access for community garden.	12/12/2017 5:42 PM
12	Looks well done from what's available here	11/15/2017 10:28 AM
13	here would be a good spot for a B-cycle station.	10/23/2017 11:55 AM

Q13 Funding for the construction of the ESB-MACC Master Plan has yet to be determined.If construction was scheduled to be completed in phases to accommodate funding, which of the proposed Master Plan elements would you like to see prioritized for construction first?  
PLEASE LIST ELEMENTS BY PRIORITY FROM 1-5.(#1 being the most important, 5 being the least)

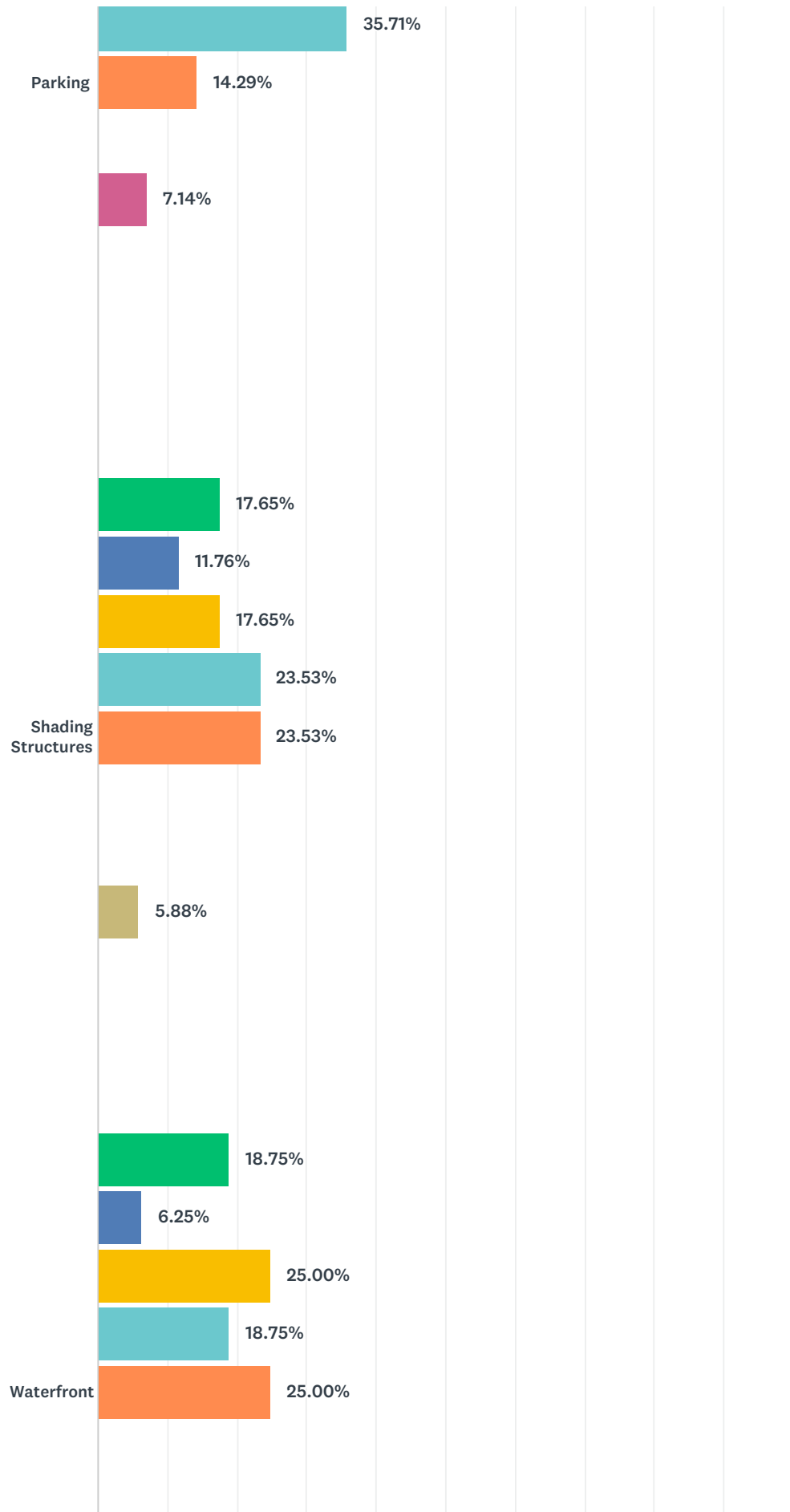
Answered: 32 Skipped: 14

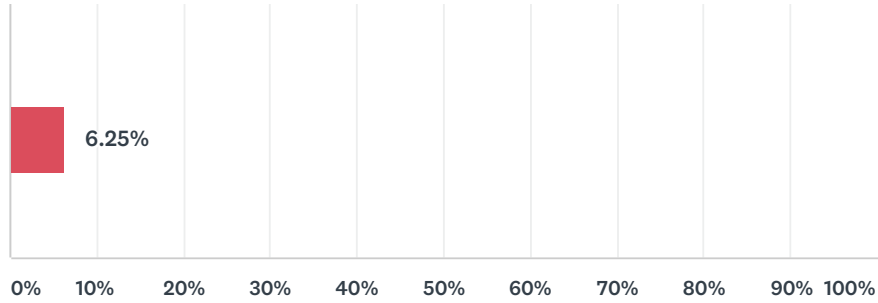












	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Theater/Grand Hall	41.18% 7	23.53% 4	5.88% 1	5.88% 1	23.53% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	17	7.53
Cafe	23.53% 4	17.65% 3	5.88% 1	23.53% 4	17.65% 3	5.88% 1	5.88% 1	0.00% 0	0.00% 0	17	6.65
Classrooms	17.39% 4	39.13% 9	30.43% 7	4.35% 1	8.70% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	23	7.52
Commercial Kitchen	0.00% 0	35.71% 5	21.43% 3	21.43% 3	14.29% 2	7.14% 1	0.00% 0	0.00% 0	0.00% 0	14	6.64
Expanded Gallery	16.67% 3	16.67% 3	33.33% 6	22.22% 4	11.11% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	18	7.06
La Gran Entrada/The Grand Entrance	18.75% 3	18.75% 3	25.00% 4	12.50% 2	18.75% 3	6.25% 1	0.00% 0	0.00% 0	0.00% 0	16	6.88
Parking	21.43% 3	7.14% 1	14.29% 2	35.71% 5	14.29% 2	0.00% 0	7.14% 1	0.00% 0	0.00% 0	14	6.57
Shading Structures	17.65% 3	11.76% 2	17.65% 3	23.53% 4	23.53% 4	0.00% 0	0.00% 0	5.88% 1	0.00% 0	17	6.47
Waterfront	18.75% 3	6.25% 1	25.00% 4	18.75% 3	25.00% 4	0.00% 0	0.00% 0	0.00% 0	6.25% 1	16	6.38

## Q14 What is your first and last name?

Answered: 46 Skipped: 0

#	RESPONSES	DATE
1	Mario Ramirez	12/21/2017 3:01 PM
2	Sylvia Araiza	12/21/2017 2:55 PM
3	Melva Coina	12/21/2017 2:47 PM
4	Maria Solis	12/21/2017 2:42 PM
5	Linda Crocket	12/21/2017 2:40 PM
6	Jesus Perez	12/21/2017 2:34 PM
7	Paulina Pereira	12/21/2017 2:30 PM
8	Jamie Martine (AKA LatinX Teen)	12/21/2017 2:16 PM
9	Ernesto Calderon	12/21/2017 2:12 PM
10	Rich DePalma	12/21/2017 2:09 PM
11	Aron Frank	12/21/2017 2:03 PM
12	Mianiche Calhoun	12/21/2017 2:01 PM
13	Paula Monton	12/21/2017 1:58 PM
14	Rosemary Banda	12/21/2017 1:56 PM
15	Jose Sanchez	12/21/2017 1:54 PM
16	Michael Ovalle	12/21/2017 1:51 PM
17	Rosa Turousky	12/21/2017 1:49 PM
18	Jaime Castillo	12/21/2017 1:40 PM
19	David King	12/21/2017 1:29 PM
20	Roxanne Schneider	12/21/2017 1:27 PM
21	Leonel Garza	12/21/2017 1:12 PM
22	Marisa Limon	12/21/2017 1:05 PM
23	JOSE DAVILA	12/12/2017 8:54 PM
24	H.CARMONA MIRANDA	12/12/2017 8:52 PM
25	LETICIA RERBO	12/12/2017 8:48 PM
26	RENE RENTERIA	12/12/2017 8:44 PM
27	ANDREA SALDANA	12/12/2017 8:42 PM
28	AIDA CERDA	12/12/2017 8:41 PM
29	RAY ALANIZ	12/12/2017 8:38 PM
30	Hector Daniel Ordaz Gutierrez	12/12/2017 7:50 PM
31	Carlos Uffret	12/12/2017 7:36 PM
32	Marina Islas	12/12/2017 7:32 PM
33	Maria Marengo	12/12/2017 7:22 PM
34	Martha Cotera	12/12/2017 7:03 PM
35	Javier Jara	12/12/2017 7:00 PM

36	Fidencio Duran	12/12/2017 6:53 PM
37	Daniel Llamas	12/12/2017 6:40 PM
38	Federico	12/12/2017 6:23 PM
39	Mauricio Callejas	12/12/2017 6:16 PM
40	Raul Garza	12/12/2017 6:02 PM
41	Yaneth Fernandez	12/12/2017 5:42 PM
42	ALVARADO	12/12/2017 3:13 PM
43	May Castillo	11/15/2017 10:28 AM
44	Rafael Brito	11/3/2017 11:40 AM
45	Aaa Aaa	10/23/2017 8:09 PM
46	Nick Olivier	10/23/2017 11:55 AM

## Q15 What is your zip code?

Answered: 46 Skipped: 0

#	RESPONSES	DATE
1	78745	12/21/2017 3:01 PM
2	78753	12/21/2017 2:55 PM
3	78737	12/21/2017 2:47 PM
4	78745	12/21/2017 2:42 PM
5	78702	12/21/2017 2:40 PM
6	78747	12/21/2017 2:34 PM
7	78753	12/21/2017 2:30 PM
8	78758	12/21/2017 2:16 PM
9	78745	12/21/2017 2:12 PM
10	78739	12/21/2017 2:09 PM
11	78702	12/21/2017 2:03 PM
12	78744	12/21/2017 2:01 PM
13	78653	12/21/2017 1:58 PM
14	78745	12/21/2017 1:56 PM
15	78703	12/21/2017 1:54 PM
16	78704	12/21/2017 1:51 PM
17	78746	12/21/2017 1:49 PM
18	78745	12/21/2017 1:40 PM
19	78704	12/21/2017 1:29 PM
20	78723	12/21/2017 1:27 PM
21	0	12/21/2017 1:12 PM
22	78752	12/21/2017 1:05 PM
23	78753	12/12/2017 8:54 PM
24	78721	12/12/2017 8:52 PM
25	78746	12/12/2017 8:48 PM
26	78704	12/12/2017 8:44 PM
27	78745	12/12/2017 8:42 PM
28	78727	12/12/2017 8:41 PM
29	78727	12/12/2017 8:38 PM
30	78757	12/12/2017 7:50 PM
31	78754	12/12/2017 7:36 PM
32	78744	12/12/2017 7:32 PM
33	78747	12/12/2017 7:22 PM
34	78704	12/12/2017 7:03 PM
35	78722	12/12/2017 7:00 PM

36	78753	12/12/2017 6:53 PM
37	78702	12/12/2017 6:40 PM
38	Geib	12/12/2017 6:23 PM
39	78728	12/12/2017 6:16 PM
40	78756	12/12/2017 6:02 PM
41	78705	12/12/2017 5:42 PM
42	78741	12/12/2017 3:13 PM
43	78702	11/15/2017 10:28 AM
44	78701	11/3/2017 11:40 AM
45	78701	10/23/2017 8:09 PM
46	78705	10/23/2017 11:55 AM





# A VISION FOR THE FUTURE

OF THE EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

Performing and visual artists, musicians, educators and students, civic leaders, partners and YOU guided the development of the design. Join us as we celebrate and review the draft master plan.

**Public Open House**  
**Saturday January 20**  
**10am-12pm**  
**Presentation at 10:30am**  
**600 River St, Austin, TX 78701**



#MASMACC  
austintexas.gov/masmacc

The City of Austin Parks and Recreation Department is developing a new vision and Master Plan for the ESB-MACC. Thousands of comments received from the online survey, June and October public meetings, and focus groups are directing how the site should evolve to meet the community's growing needs. We invite you to join us for a presentation on the proposed master plan prepared by the CasaBella architectural team. Your input received at this meeting will be considered for the final design revision before it's presented to Boards, Commissions and Council in early 2018.



Contact:  
Kim McKnight  
Austin Parks and Recreation Department  
(512) 974-9476  
MASMACC@austintexas.gov

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# UNA VISIÓN HACIA EL FUTURO

DEL CENTRO CULTURAL MEXICANO AMERICANO EMMA S. BARRIENTOS

Artistas intérpretes y visuales, músicos, educadores y estudiantes, líderes cívicos, socios y TU guiaron el desarrollo del diseño. Únete a nosotros para celebrar y revisar el borrador del plan maestro.

**Reunión Abierta al Público**  
**Sábado 20 de enero**  
**10am-12pm**  
**Presentación a las 10:30am**  
**600 River St, Austin, TX 78701**



#MASMACC  
austintexas.gov/masmacc

El Departamento de Parques y Recreación de la Ciudad de Austin está desarrollando una nueva visión y un Plan Maestro para el ESB-MACC. Miles de comentarios recibidos por medio de la encuesta en línea, las reuniones públicas de junio y octubre y los grupos de enfoque están dirigiendo cómo el sitio debe evolucionar para satisfacer las crecientes necesidades de la comunidad. Te invitamos a participar junto a nosotros para una presentación sobre el propuesto plan maestro, preparado por el equipo de arquitectos de CasaBella. Tus opiniones recibidas durante esta reunión serán consideradas para la revisión final del diseño antes de que sea presentado a Juntas Directivas y Comisiones a principios de 2018.



Contacto:  
Kim McKnight  
Austin Parks and Recreation Department  
(512) 974-9476  
MASMACC@austintexas.gov

**GRATIS**  
Tacos de desayuno  
y bebidas

**EVENTO FAMILIAR**

**ESPAÑOL**  
Habrá servicio de  
interpretación

La Ciudad de Austin se emorgullece en cumplir con la Ley para Estadounidenses con Discapacidades. Si necesitas asistencia especial para participar en nuestros programas o para utilizar nuestras instalaciones por favor llama al 512-974-7225.



**Today's agenda:**

- 10:00 - Registration | **Welcome Table**
- 10:20 - MASTER PLAN PROCESS PRESENTATION | **Black Box**
- 11:20 - VISIT WITH CASABELLA ARCHITECTS TEAM | **Black Box**
- 12:00 - OPEN HOUSE ENDS | **Leave Your Questionnaire**

**January 20**  
**PUBLIC OPEN HOUSE**  
 10:00am - 12:00pm

# Welcome

In Sept. 2007, early visionaries, community leaders, and artists gathered for a ribbon cutting ceremony that not only celebrated a dream come true for the Mexican American community, but gifted Austin with a valued treasure that has enriched our city.

It's been 10 years since the ESB-MACC opened its doors to the community. The original Master Plan for the MACC was created in 2000 with the intention to design and build three phases of development. Many things have changed since then, including the expansion of cultural programming, its designation as parkland by the City of Austin, and the changes in neighboring developments which include high-rise condominiums, hotels and vibrant eateries/bars on Rainey Street.

All of these major factors have provided an opportunity for you to help us develop a new Master Plan to reflect the current and future programming needs of the community.

Today's Master Plan presentation reflects the input received from various individuals and groups in the community. The comments you share today will be considered for a final design revision before the Master Plan is presented to Boards, Commissions and Council later this Spring.

Share your thoughts with the team by completing our questionnaire.



**Project timeline:**



**20 de Enero**  
**REUNIÓN ABIERTA**  
**AL PÚBLICO**  
 10:00am - 12:00pm

**La agenda para hoy:**

- 10:00 - REGISTRO | **Empieza en la Mesa de Bienvenida**
- 10:20 - PRESENTACIÓN DEL PLAN MAESTRO | **Black Box**
- 11:20 - VISITA CON LOS ARQUITECTOS DE CASABELLA | **Black Box**
- 12:00 - TERMINA REUNIÓN ABIERTA AL PÚBLICO | **Entregue Su Cuestionario**

# Bienvenido

En septiembre de 2007, visionarios, líderes comunitarios y artistas se reunieron para una ceremonia de inauguración que no sólo celebraba un sueño hecho realidad para la comunidad mexicana americana, sino que entregó a Austin un valioso tesoro que ha enriquecido nuestra ciudad.

Han pasado 10 años desde que el ESB-MACC abrió sus puertas a la comunidad. El Plan Maestro original para el MACC fue creado en el 2000 con la intención de diseñar y construir tres fases de desarrollo. Muchas cosas han cambiado desde entonces, incluyendo la expansión de la programación cultural, su designación como parque por la Ciudad de Austin, y los cambios en desarrollos vecinos que incluyen altos condominios, hoteles y vibrantes restaurantes y bares en la calle Rainey.

Todos estos importantes factores han proporcionado una oportunidad para que nos ayudes a desarrollar un nuevo Plan Maestro que refleje las necesidades de programación actuales y futuras de nuestra comunidad.

La presentación de hoy del Plan Maestro incluye las contribuciones recibidas de parte de varias personas y grupos de la comunidad. Los comentarios que usted comparta el día de hoy serán considerados para una revisión final del diseño antes de que el Plan Maestro sea presentado a Juntas Directivas y Comisiones más adelante, durante la primavera.

Comparte tus opiniones con el equipo completando nuestro cuestionario.



**Calendario del proyecto:**



**TAB 23-PUBLIC MEETING #3 (JANUARY 20, 2018)- SIGN-IN SHEETS**

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## Sign up to Receive Project Updates January 23, 2018 | Public Open House

By using your contact information below, you will be able to receive project updates and meeting notices via email.

NAME/NOMBRE	ZIP CODE CODIGO POSTAL	PHONE TELEFONO	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? ¿COMO SUPO ACERCA DE ESTA REUNION?
osca (Fusco) Treviño	78739			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group Association
Maria Selis	78745			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group Association
Stacey Selis	78745			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input checked="" type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group Association
JAROS CANDICE	78764			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group Association
Angela DeluTola	78729			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group Association
Heidi Herrera Jr.	78724			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group Association
Juan Oyedides	78755			<input checked="" type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group Association
Anna Selis	78751			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input checked="" type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group Association
John P. King	78704			<input checked="" type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group Association
Stacy Williams	78758			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input checked="" type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group Association
Stacy Williams	78758			<input type="checkbox"/> Facebook <input type="checkbox"/> NextDoor <input type="checkbox"/> Email <input type="checkbox"/> News <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> Org Group Association



## Sign up to Receive Project Updates January 20, 2018 - Public Open House

By providing contact information below, you agree to receive regular and special interest meeting notices, e-mails

NAME ADDRESS	ZIP CODE CITY/ST POSTAL	PHONE TELEPHONE	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? (CHECK ALL THAT APPLY)
John Lee	95711			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group/Association
John Lee	95711			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group/Association
John Rivera	95712			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group/Association
John Rivera	95712			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group/Association
John Rivera	95712			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group/Association
John Rivera	95712			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group/Association
John Rivera	95712			<input type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group/Association
John Rivera	95712			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group/Association
John Rivera	95712			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group/Association
John Rivera	95712			<input type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group/Association



## Sign up to Receive Project Updates January 23, 2018 Public Open House

By adding your contact information below, you agree to receive regular project updates and meeting notices via email.

NAME / NOMBRE	ZIP CODE / CÓDIGO POSTAL	PHONE / TELÉFONO	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? / ¿CÓMO SUPO ACERCA DE ESTA REUNIÓN?
<i>[Handwritten Name]</i>				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org. Group Association
<i>[Handwritten Name]</i>				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org. Group Association
<i>[Handwritten Name]</i>				<input type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org. Group Association
<i>[Handwritten Name]</i>				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org. Group Association
<i>[Handwritten Name]</i>				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org. Group Association
<i>[Handwritten Name]</i>				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org. Group Association
<i>[Handwritten Name]</i>				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org. Group Association
<i>[Handwritten Name]</i>				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org. Group Association
<i>[Handwritten Name]</i>				<input type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org. Group Association
<i>[Handwritten Name]</i>				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org. Group Association

By giving your contact information below, you agree to receive regular event updates and timely notices via email.

NAME/NOMBRE	ZIP CODE CODIGO POSTAL	PHONE TEL/FONO	E-MAIL	HOW DID YOU LEARN ABOUT THIS MEETING? ¿COMO SUPD ACERCA DE ESTA REUNION?
Liz Lopez	78742			<input checked="" type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input checked="" type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input checked="" type="checkbox"/> News <input type="checkbox"/> Org/Group/Association
Samantha	78754			<input checked="" type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org/Group/Association
Renee Lee B.	78745			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org/Group/Association
Molly Scott & Eric Medina	78701			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input checked="" type="checkbox"/> News <input type="checkbox"/> Org/Group/Association
Rivera Espinoza	78739			<input checked="" type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input checked="" type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org/Group/Association
Angela Valenzuela	78744			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org/Group/Association
Alvin Torres	78744			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org/Group/Association
JUAN CATERA	78709			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input checked="" type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org/Group/Association
ASH Richardson	78741			<input type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org/Group/Association
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## Sign up to Receive Project Updates January 20, 2019 - Public Open House

By adding your contact information below, you agree to receive regular project updates and meeting notices via email.

NAME ADDRESS	ZIP CODE CITY/STATE POSTAL	PHONE TELEPHONE	EMAIL	HOW DID YOU LEARN ABOUT THIS MEETING? <input type="checkbox"/> COMM. SUPD. AGENCY WEBSITE <input type="checkbox"/> FB/TW/IG
Walter J. Adams	02053			<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input checked="" type="checkbox"/> Org Group Association
St. Nicholas Church	02053			<input type="checkbox"/> Facebook <input checked="" type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
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				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
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				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association
				<input type="checkbox"/> Facebook <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Friend <input type="checkbox"/> NextDoor <input type="checkbox"/> News <input type="checkbox"/> Org Group Association

**TAB 24-PUBLIC MEETING #3 (JANUARY 20, 2018)- PRESENTATION**

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PRESENTATION OF MACC MASTER PLAN  
3rd PUBLIC MEETING – January 20, 2018



By Baron Wilson



dkufd  
robinson



Urban Design Group

CULTURAL  
STRATEGIES





PRESENTATION OF MACC MASTER PLAN  
3rd PUBLIC MEETING – January 20, 2018

The Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) is dedicated to the preservation, creation, presentation, and promotion of the cultural arts of Mexican Americans and other Latino cultures.



# Project Timeline:



## Boards and Commissions...



## “Goals”

1. Draw more of the community at large into the ESB-MACC
2. Meet present and future needs
3. Improve existing spaces to meet current needs
4. Create phasing plan to meet differing funding options

“Use the Plaza for more events and activities - welcome people in and connect to the waterfront more. Recognize that the front door opens to the lake.”

# Public Comments Received

Print & On-Line  
Survey/Questionnaire

- 335+ respondents

11 Focus Groups

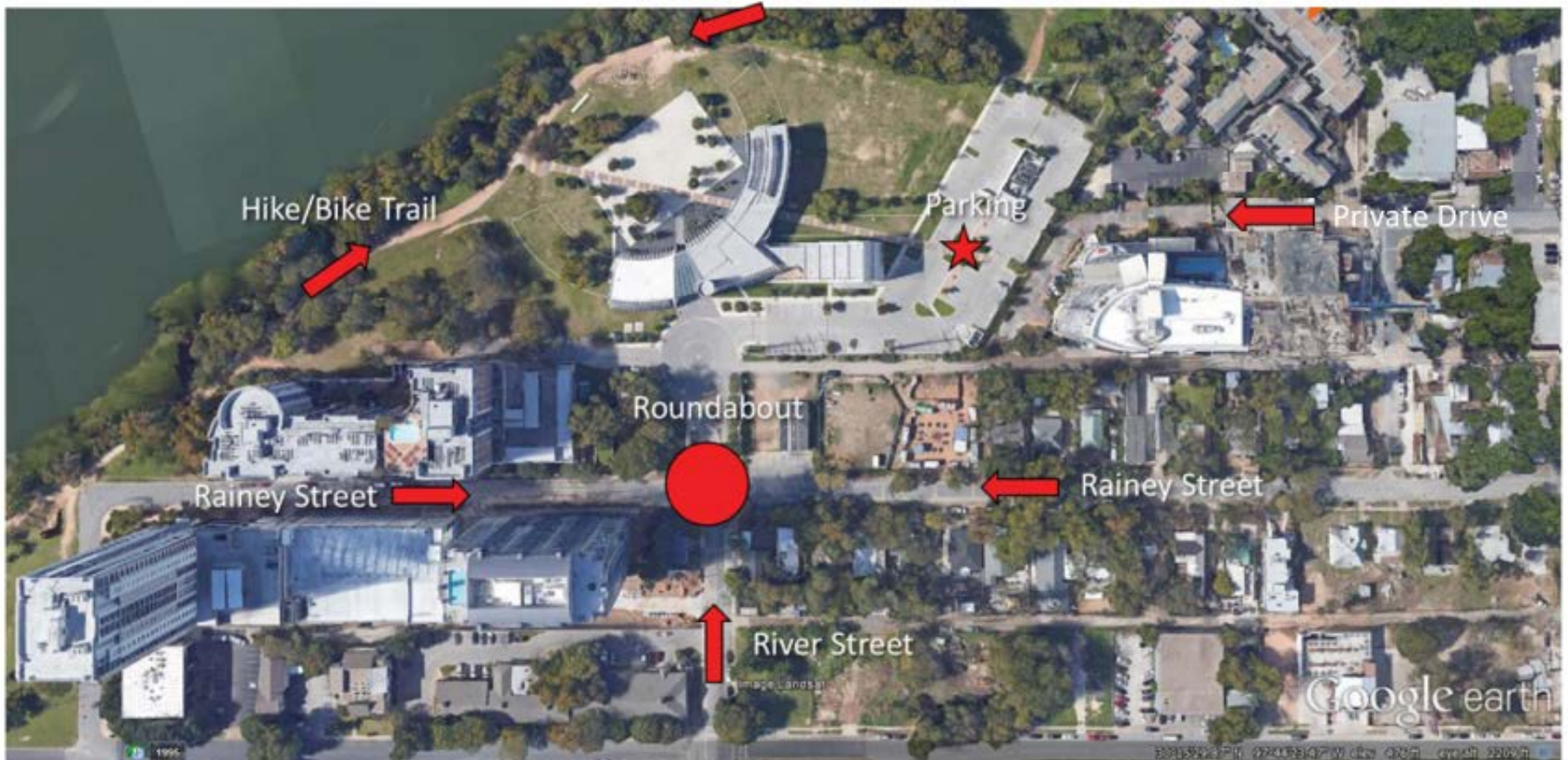
Public Open House Meetings

- June 17<sup>th</sup>, 2017, and
- October 7<sup>th</sup>, 2017

## Important Planning Issues

- MORE CLASSROOMS/STUDIOS
- ACCESS AND VIEWS TO LADY BIRD LAKE
- MORE GALLERY SPACE
- SHADE STRUCTURES AT ZOCALO
- LA GRAN ENTRADA
- LARGE THEATER
- ADEQUATE PARKING
- CAFÉ
- OUTDOOR AMPITHEATER
- TEACHING/INDUSTRIAL KITCHEN










# CIRCULATION



ESB-MACC Google Site



**Existing 1<sup>st</sup> Floor**

Performance & Support	
Classrooms/ Meeting Spaces	
Offices	
Gallery & Support	
Lobbies & Circulation	
Retail	
General Support Spaces	
Covered Exterior Circulation	
Surface Parking- 125	














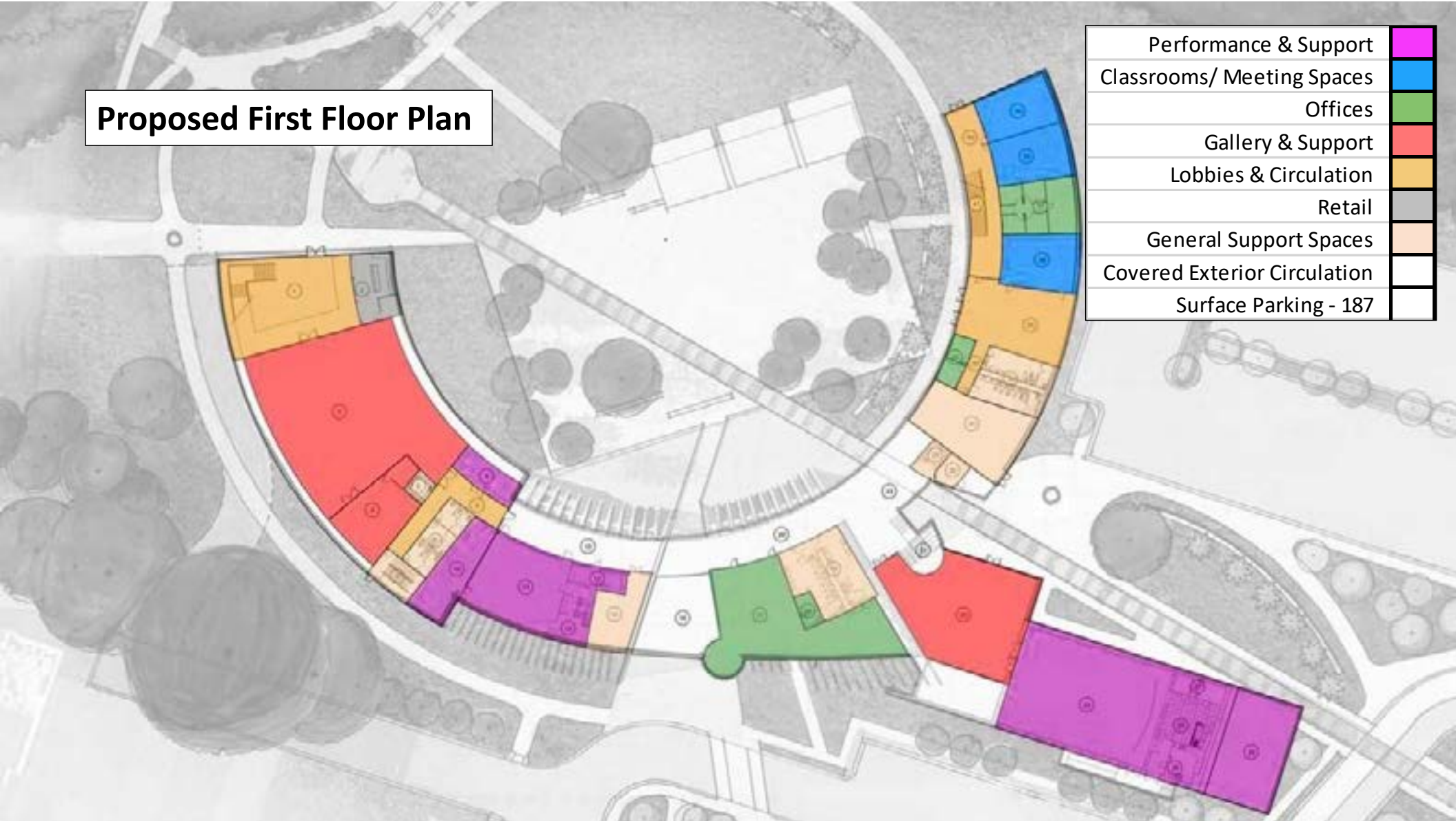
# Existing 2<sup>nd</sup> Floor

Classrooms/ Meeting Spaces	Blue
Offices	Green
Gallery & Support	Red
General Support Spaces	Orange
Covered Exterior Circulation	White



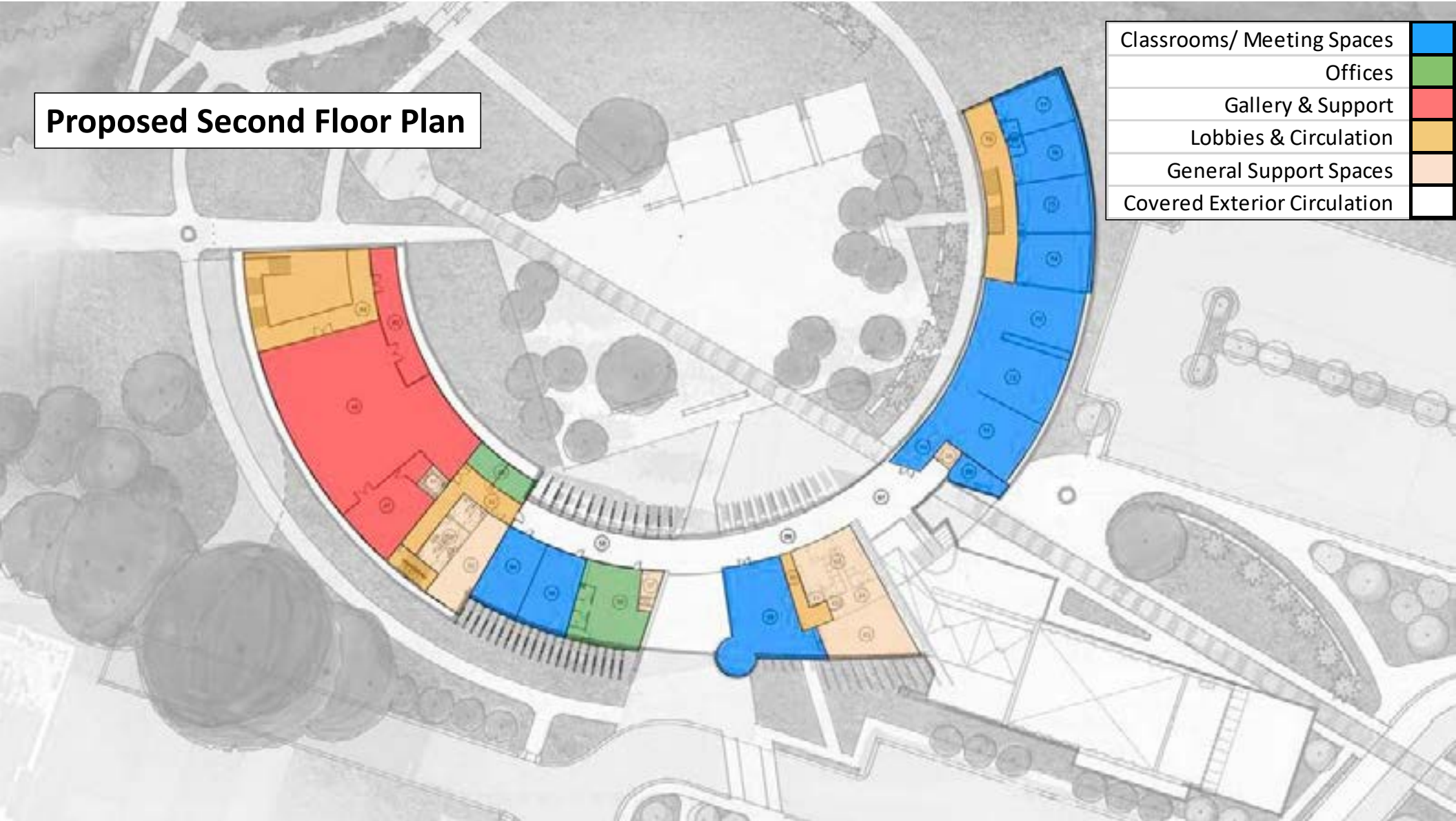
# Proposed First Floor Plan

Performance & Support	
Classrooms/ Meeting Spaces	
Offices	
Gallery & Support	
Lobbies & Circulation	
Retail	
General Support Spaces	
Covered Exterior Circulation	
Surface Parking - 187	



# Proposed Second Floor Plan

Classrooms/ Meeting Spaces	Blue
Offices	Green
Gallery & Support	Red
Lobbies & Circulation	Orange
General Support Spaces	Light Orange
Covered Exterior Circulation	White



# ESB-MACC Site Plan Phase II



- SITING PLAN LEGEND**
- 1 = Gran Entrada
  - 2 = Paseo
  - 3 = Zócalo
  - 4 = Las Ventanas
  - 5 = El Muelle
  - 6 = Creekside Amphitheatre



skidmore  
robinson

# Proposed – 300-500 Seat Theatre Plan

Classrooms/ Meeting Spaces	Blue
Offices	Green
Gallery & Support	Red
Lobbies & Circulation	Orange
Retail	Grey
General Support Spaces	Purple
Covered Exterior Circulation	White
Surface Parking - 50	White
Underground Parking - 235	White



# ESB-MACC Site Plan Phase III

Lady Bird Lake

Waller Creek

Ann and Roy Butler Hike and Bike Trail

Lawn

Community Garden

Outdoor Temporary Exhibit Space

Cafe Seating

Shade Structures

Orchard

Underground Parking

Fire Lane

Water Quality

Drop-off

Rain Gardens

Pedestrian Crossing

RAINEY ST.

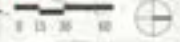
B-Cycle Dock

RIVER ST.

Mural Wall  
Public Art  
Seat Wall  
Plaza Garden

### SITE PLAN LEGEND

- 1 = Gran Entrada
- 2 = Paseo
- 3 = Zócalo
- 4 = Las Ventanas
- 5 = El Muelle
- 6 = Creekside Amphitheatre



skidmore  
robinson

## Existing Square Footage

Performance & Support Spaces	5,684
Classrooms and Meeting Rooms	5,134
Offices	1,288
Gallery & Support Spaces	5,468
Retail (Café & Store)	-
General Support Spaces	5,524
Interior Circulation and Lobbies	-
Exterior/Covered Circulation	13,238
<b>TOTAL</b>	<b>36,336</b>

## Phase 2 - Proposed Square Footage

Performance & Support Spaces	8,343
Classrooms and Meeting Rooms	12,010
Offices	4,863
Gallery & Support Spaces	14,875
Retail (Café & Store)	1,210
General Support Spaces	9,175
Interior Circulation and Lobbies	7,961
Exterior/Covered Circulation	10,046
<b>TOTAL</b>	<b>68,483</b>

Phase 2	\$23M - \$37M
Landscape	\$2.7M - \$4.3M

## Phase 3 - Theatre

Theatre	10,900
Theatre Lobby	3,300
<b>TOTAL</b>	<b>14,200</b>

300 – 500 Seat Theatre & Parking \$32M - \$52M



By Baron Wilson





By Baron Wilson



By Baron Wilson



By Baron Wilson



By Baron Wilson



By Baron Wilson











# MÁS MACC

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
MASTER PLAN PROCESS



Your comments today are important to us!  
Please let your thoughts be known.



PRESENTATION OF MACC MASTER PLAN  
 3rd PUBLIC MEETING – January 20, 2018



By Baron Wilson





Name: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**How well does the Master Plan presented today solve the current constraints and future space needs for each of the following priorities?**

**1) Performing Arts** (Dance/Theater/Music, Storage, Dressing Rooms)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**2) Visual Arts** (Painting/Sculpture/Classrooms/Workshops)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**3) Gallery & Exhibit** (Storage, Capacity, Public Access)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**4) Culinary Arts** (Commercial Kitchen, Teaching/Classes)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**5) Dance Studio**

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**6) New Spaces** (Artist Concession, Outdoor Amphitheater, Café/Gift Shop)

Very Little     Somewhat     Just Right     To a Great Extent     No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**7) Classrooms** (Library/Music/Conference/Education)

Very Little    Somewhat    Just Right    To a Great Extent    No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**8) El Zocalo (Plaza) Improvements** (Shading, Staging Direction, Signage)

Very Little    Somewhat    Just Right    To a Great Extent    No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**9) Accessing the ESB-MACC** (Parking, Rainey Street or Trail Access, Bike Paths)

Very Little    Somewhat    Just Right    To a Great Extent    No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**10) Waterfront** (Seating, Views, Waller Creek, Lady Bird Lake Trail)

Very Little    Somewhat    Just Right    To a Great Extent    No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**11) Landscaping** (Large/Small Spaces, Movie Projection)

Very Little    Somewhat    Just Right    To a Great Extent    No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**12) La Gran Entrada/The Grand Entrance** (Cultural Arts Garden, Signage, Vehicle Access)

Very Little    Somewhat    Just Right    To a Great Extent    No Opinion

Why? \_\_\_\_\_  
\_\_\_\_\_

**Prioritization**

Funding for the construction of the ESB-MACC Master Plan has yet to be determined.

If construction was scheduled to be completed in phases to accommodate funding, which of the proposed Master Plan elements would you like to see prioritized for construction first?

**PLEASE LIST ELEMENTS BY PRIORITY FROM 1-5.**  
(#1 being the most important, 5 being the least)

- \_\_\_\_\_ 300-500 Seat Theatre
- \_\_\_\_\_ Cafe / Retail
- \_\_\_\_\_ Classrooms
- \_\_\_\_\_ Commercial Kitchen
- \_\_\_\_\_ Expanded Gallery
- \_\_\_\_\_ La Gran Entrada  
(The Grand Entrance)
- \_\_\_\_\_ Parking
- \_\_\_\_\_ Shading Structures (Zocalo)
- \_\_\_\_\_ Waterfront Access
- \_\_\_\_\_ Observation Deck

**Thank you for completing this questionnaire. Please return it to the Welcome Desk when finished.**

**Nombre Completo:** \_\_\_\_\_ **Código Postal:** \_\_\_\_\_

**¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades de espacio de las siguientes prioridades?**

**1) Espacios para Artes Interpretativas** (Baile/Teatro/Música, Almacenamiento, Vestidores)

Muy Poco     Algo     Lo Justo     Bastante     No tengo opinión

¿Por qué? \_\_\_\_\_

**2) Artes Visuales** (Pintura/Escultura/Salones de Clase/Talleres)

Muy Poco     Algo     Lo Justo     Bastante     No tengo opinión

¿Por qué? \_\_\_\_\_

**3) Galería y Exhibiciones** (Almacenamiento, Capacidad, Acceso Público)

Muy Poco     Algo     Lo Justo     Bastante     No tengo opinión

¿Por qué? \_\_\_\_\_

**4) Artes Culinarias** (Cocina Comercial, Clases de Cocina)

Muy Poco     Algo     Lo Justo     Bastante     No tengo opinión

¿Por qué? \_\_\_\_\_

**5) Estudio de Baile**

Muy Poco     Algo     Lo Justo     Bastante     No tengo opinión

¿Por qué? \_\_\_\_\_

**6) Nuevas Estructuras** (Concesiones para Artistas, Anfiteatro al Aire Libre, Cafetería/Tienda de Regalos)

Muy Poco     Algo     Lo Justo     Bastante     No tengo opinión

¿Por qué? \_\_\_\_\_

**7) Salones de Clase** (Biblioteca/Música/Conferencias/Educación)

Muy Poco    Algo    Lo Justo    Bastante    No tengo opinión

¿Por qué? \_\_\_\_\_

**8) Mejoras a El Zócalo (La Plaza)** (Sombra, Dirección de Escenografía, Señalización)

Muy Poco    Algo    Lo Justo    Bastante    No tengo opinión

¿Por qué? \_\_\_\_\_

**9) Acceso al ESB-MACC** (Estacionamiento, Rainey Street, aceras, caminos, o ciclo-vías)

Muy Poco    Algo    Lo Justo    Bastante    No tengo opinión

¿Por qué? \_\_\_\_\_

**10) Frente al Agua** (Asientos, Vistas, Waller Creek, Lady Bird Lake Trail)

Muy Poco    Algo    Lo Justo    Bastante    No tengo opinión

¿Por qué? \_\_\_\_\_

**11) Paisajismo** (Espacios grandes/pequeños, Proyección de Películas al Aire Libre)

Muy Poco    Algo    Lo Justo    Bastante    No tengo opinión

Why? \_\_\_\_\_

**12) La Gran Entrada** (Jardín de Arte y Cultura, Señalización, Acceso para Vehículos)

Muy Poco    Algo    Lo Justo    Bastante    No tengo opinión

¿Por qué? \_\_\_\_\_

**Prioridad**

El financiamiento para la construcción del Plan Maestro del ESB-MACC aún no ha sido definido.

Si la construcción fuera programada para ser completada en fases para poderse acoplar con el financiamiento, ¿a cuál de los elementos del Plan Maestro propuestos quisiera que se le diera prioridad para su construcción?

**POR FAVOR LISTE LOS ELEMENTOS POR PRIORIDAD DE 1 A 5.**  
(El número 1 siendo el elemento más importante, y el 5 el menos)

- \_\_\_\_\_ Teatro con 300-500 Asientos
- \_\_\_\_\_ Cafetería / Tienda
- \_\_\_\_\_ Salones de Clase
- \_\_\_\_\_ Cocina Comercial
- \_\_\_\_\_ Galería Ampliada
- \_\_\_\_\_ La Gran Entrada
- \_\_\_\_\_ Estacionamiento
- \_\_\_\_\_ Estructuras de Sombra (Zocalo)
- \_\_\_\_\_ Frente al Agua (Acceso)
- \_\_\_\_\_ Plataforma de Observación

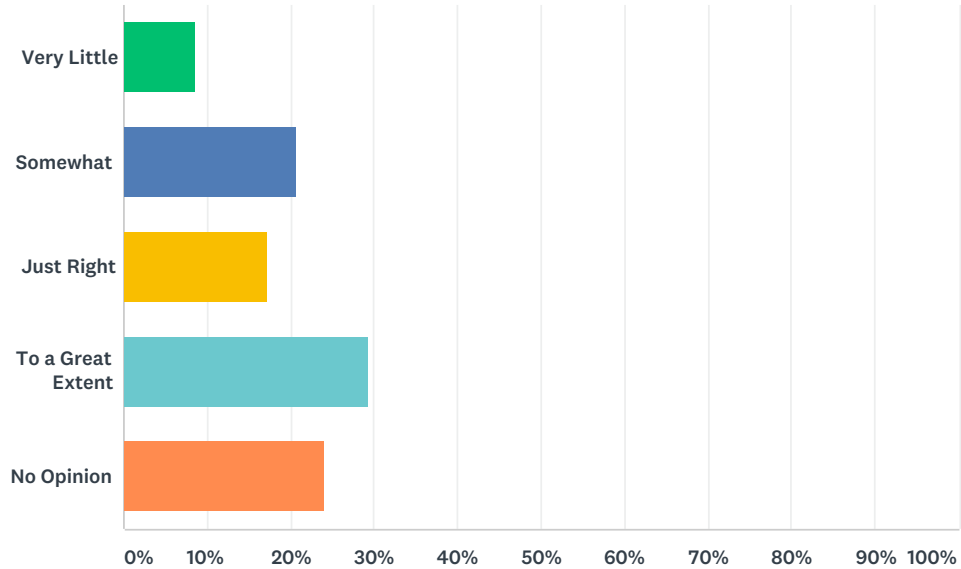
Gracias por completar este cuestionario. Por favor devuélvelo a la Mesa de Bienvenida cuando has terminado.





## Q1 How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to Performing Arts (Dance/Theater/Music, Storage, Dressing Rooms)?

Answered: 58 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very Little	8.62%	5
Somewhat	20.69%	12
Just Right	17.24%	10
To a Great Extent	29.31%	17
No Opinion	24.14%	14
<b>TOTAL</b>		<b>58</b>

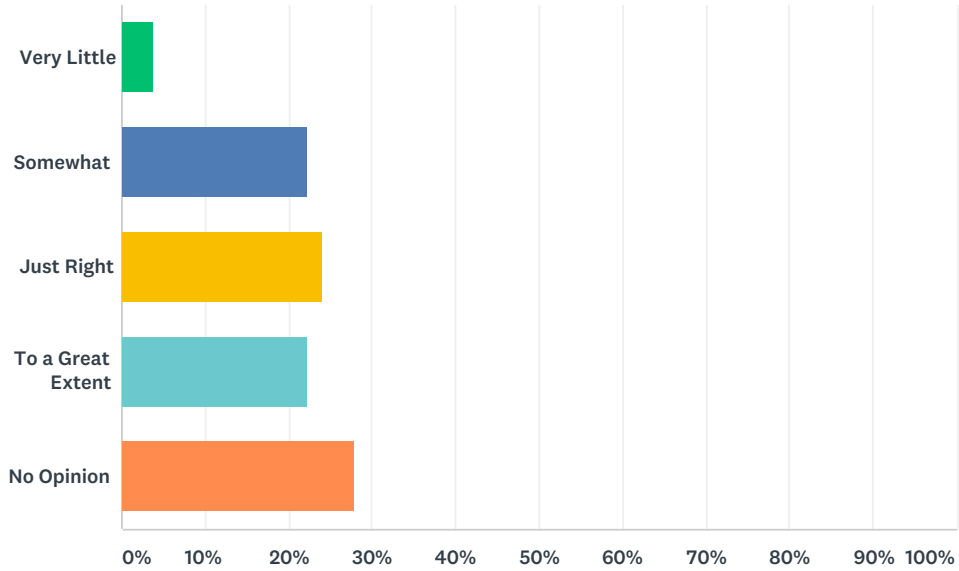
#	WHY?	DATE
1	I don't know enough about what is needed.	2/6/2018 11:16 AM
2	No planned Cafe Teatro - a staple of cultural life in Latin-America, Mexico included.	2/6/2018 11:03 AM
3	Very much needed and will meet need to make services and events more accessible.	2/5/2018 2:58 PM
4	I'm very excited about the art studio space. But at the meeting the plans presented showed studios with three walls. When I questioned the purpose of taking away a wall I was told the absent wall was for people to walk by and peep into the studio. I think taking a wall away from a studio is a very bad idea. I think there should be a large or two large sliding walls that open the wall up to bring in and out large art. On the sliding walls, there should be viewing windows for people to view what the artist is doing. I don't think you should completely take away a wall and the privacy of the artist. I mentioned this was not something you should do and there was the other curandera instructor that also did not like the idea of losing a wall and privacy. Please, please, please reconsider this design flaw.	2/5/2018 12:08 PM
5	Why are we spending tax dollars in something that emphasizes one culture above all others?	2/4/2018 9:24 PM
6	Need this to help our young generation to speak to on their careers	2/4/2018 7:34 PM
7	Who is paying for this?	2/2/2018 5:58 PM

A new vision and Master Plan for the Emma S. Barrientos – Mexican American Cultural Center (ESB-MACC).  
 Versión en Español: <https://es.surveymonkey.com/r/8LBTDSS>

8	I just think this is a lot of money spent to the benefit of few.	2/2/2018 5:03 PM
9	Why does the city of Austin have a Mexican American center? Since when is such a biased venture the responsibility of local government. Ridiculous!	2/2/2018 2:25 PM
10	It is not the COA's task to solve space needs for the performing arts. Address walkability, bike lanes, roads and traffic.	2/2/2018 1:37 PM
11	This is a stupid waste of taxpayer money.	2/2/2018 12:49 PM
12	Doesn't reflect a performance venue	2/2/2018 12:39 PM
13	It should be bigger! This is a once in a generation opportunity to invest in the community...a community that has already been gentrified and sold down the river due to poor city planning.	2/2/2018 12:33 PM
14	I do not see in the plan any numbers for utilization of existing space. How many programs and people are already taking advantage of the facilities?	2/2/2018 12:17 PM
15	Ya gotta have a " place". What goes on inside is the easy part.	2/2/2018 12:12 PM
16	the ultimate plan is to destroy existing neighborhoods in the pretense providing affordability and diversity. Not happening!!! Tearing down a single family dwelling and building several houses on the same lot and selling them for >\$ 500,000 does not provide affordability.	2/2/2018 11:53 AM
17	If you Are focusing on small genies. Size is adequate. Woul be nice if site could accommodate some SXSW venues. AND earn rental income as well.	2/2/2018 11:34 AM
18	Not exactly sure what the actual "needs" are, but this plan definitely increases the space and maximizes the site use.	2/2/2018 11:01 AM
19	where's the parking for all the additional people? it's already not enough parking as it is.	2/2/2018 10:58 AM
20	Increases the capacity of the museum to do more and have very varied events. I want more theater at this location. It will be able to service more people.	2/2/2018 10:55 AM
21	The plan was just pictures. Also, what are the current constraits and future space needs supposed to be? Is any of the space in the museum or its outside going to be available for public or private events related to performing arts?	2/2/2018 10:48 AM
22	No Opinion	2/2/2018 10:42 AM
23	Unsure how a garden and cafe will help - there is a restaurant 100 ft west along the lake.....and what would the garden/fruit trees serve?	2/2/2018 8:40 AM
24	More available parking, more room for classes. Open amphitheatre is a great idea. Opening towards town lake makes for a more inviting scene.	2/1/2018 2:31 PM
25	comparisons listed. also the model is helpful	2/1/2018 1:36 PM

## Q2 How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to Visual Arts (Painting/Sculpture/Classrooms/Workshops)?

Answered: 54 Skipped: 5



ANSWER CHOICES	RESPONSES	
Very Little	3.70%	2
Somewhat	22.22%	12
Just Right	24.07%	13
To a Great Extent	22.22%	12
No Opinion	27.78%	15
<b>TOTAL</b>		<b>54</b>

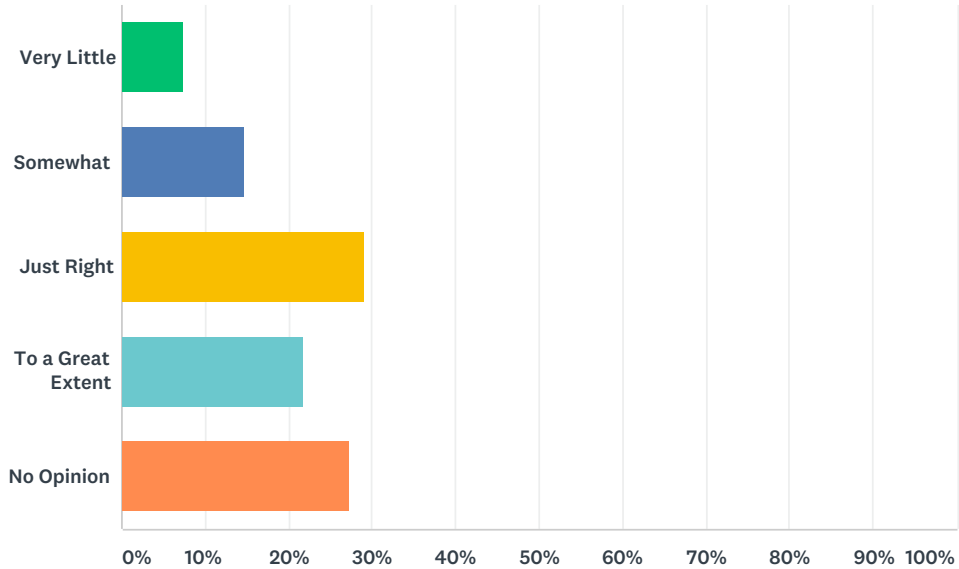
#	WHY?	DATE
1	Would like even more space	2/6/2018 11:10 AM
2	I am very excited about the art studios. But if the studios are going to be missing a wall from the space then you are going to be creating problems for the artist. And the creative process will be in constant disruption. Please, Please, Please reconsider this design flaw.	2/5/2018 12:08 PM
3	Read above comment.	2/4/2018 9:24 PM
4	not enough information in the presentation materials to know how much space is needed	2/4/2018 3:49 PM
5	Who is paying for this?	2/2/2018 5:58 PM
6	I'm not artsy	2/2/2018 5:03 PM
7	If there is a need for this let the private sector do it.	2/2/2018 2:25 PM
8	It is not the COA's task to solve space needs for the arts. Address walkability, bike lanes, roads and traffic. Make a safe city.	2/2/2018 1:37 PM
9	It should be much bigger! See above comment...	2/2/2018 12:33 PM
10	No opinion, because the master plan does not summarize current constraints and needs for future space. Without that information how can this survey hope to obtain valid information?	2/2/2018 12:17 PM

A new vision and Master Plan for the Emma S. Barrientos – Mexican American Cultural Center (ESB-MACC).  
Versión en Español: <https://es.surveymonkey.com/r/8LBTDSS>

11	See above comment.	2/2/2018 12:12 PM
12	Will classrooms be leased? Who is the target market. I did not attend meetings. My only source of reference is the images provided in this email.	2/2/2018 11:34 AM
13	Presentation did not address what the actual "need" was.	2/2/2018 11:01 AM
14	where's the parking for all the additional people?	2/2/2018 10:58 AM
15	Increases capacity for community engagement in the Visual Arts by providing more space.	2/2/2018 10:55 AM
16	Same as previous "why" answers. What are the current needs?	2/2/2018 10:48 AM
17	No Opinion	2/2/2018 10:42 AM
18	Provides the room to create.	2/1/2018 2:31 PM
19	I like the plan to have more gallery space.	2/1/2018 12:09 PM

### Q3 How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to Gallery & Exhibit (Storage, Capacity, Public Access)?

Answered: 55 Skipped: 4



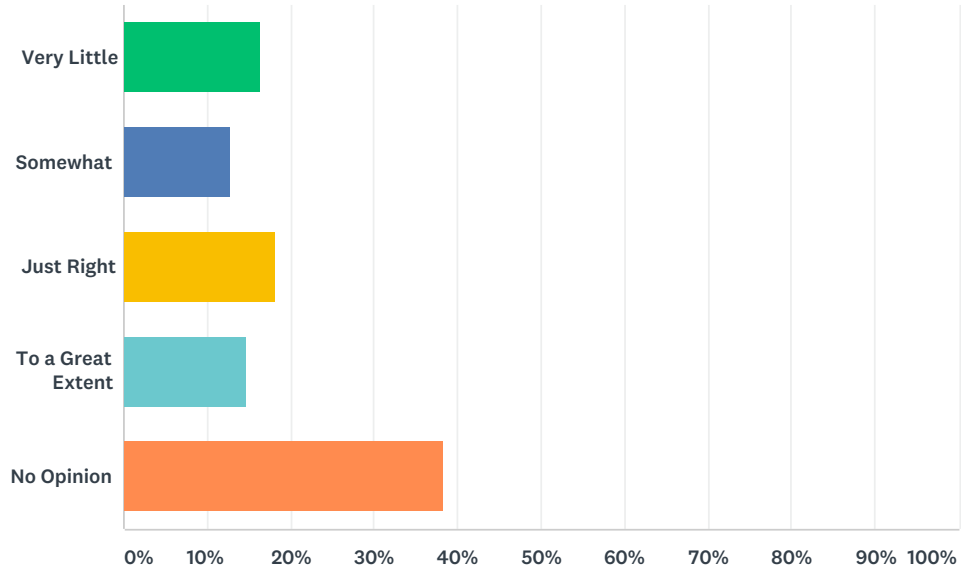
ANSWER CHOICES	RESPONSES	
Very Little	7.27%	4
Somewhat	14.55%	8
Just Right	29.09%	16
To a Great Extent	21.82%	12
No Opinion	27.27%	15
<b>TOTAL</b>		<b>55</b>

#	WHY?	DATE
1	If you design a studio space with three walls and the studio space is open for the artist to be disturbed by people wandering around the space, that is going to be a big problem to the artist. please, please, please reconsider this design flaw.	2/5/2018 12:08 PM
2	Waste of tax dollars.	2/4/2018 9:24 PM
3	Who is paying for this?	2/2/2018 5:58 PM
4	There's no need for the entire thing.	2/2/2018 2:25 PM
5	It is not the COA's task to solve space needs for the exhibit space. Address walkability, bike lanes, roads and traffic. Make a safe city.	2/2/2018 1:37 PM
6	Waste of money.	2/2/2018 12:49 PM
7	Go bigger or go home...	2/2/2018 12:33 PM
8	Again. What ARE the current constraints and future space needs?	2/2/2018 12:17 PM
9	It looks like it's adding parking lots ?? and disrupting the trail access for runners and other peeps who don't use this complex	2/2/2018 11:52 AM

10	Again, this plan adds a significant amount of space, but does not address the "need". Also, the cost range seems extremely large/wide for this stage in the process.	2/2/2018 11:01 AM
11	where's the parking for all the additional people?	2/2/2018 10:58 AM
12	increases capacity.	2/2/2018 10:55 AM
13	Same as frist "why"	2/2/2018 10:48 AM
14	No Opinion	2/2/2018 10:42 AM

## Q4 How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to Culinary Arts (Commercial Kitchen, Teaching/Classes)?

Answered: 55 Skipped: 4



ANSWER CHOICES	RESPONSES	
Very Little	16.36%	9
Somewhat	12.73%	7
Just Right	18.18%	10
To a Great Extent	14.55%	8
No Opinion	38.18%	21
<b>TOTAL</b>		<b>55</b>

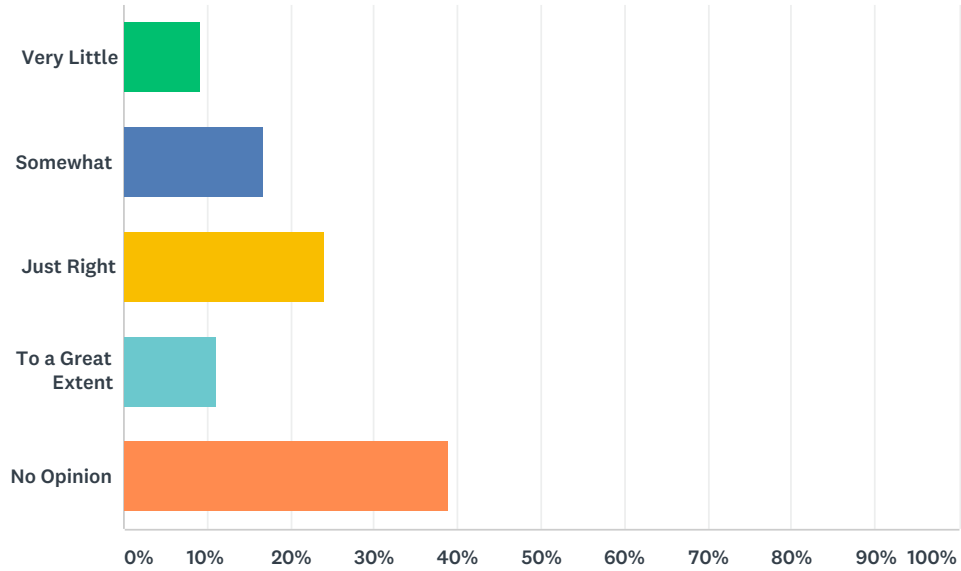
#	WHY?	DATE
1	I work for ACC and there are possibilities for partnering w/our Culinary Arts Dept. here. I would love to discuss further.	2/6/2018 11:13 AM
2	We need to link these elements to the cafe so that visitors can sample special cultural offerings from classes	2/6/2018 11:10 AM
3	While the kitchen seems right it should be connected to, once again, something like a Cafe Teatro, making it feasible for food to be available for shows.	2/6/2018 11:03 AM
4	Waste of tax dollars.	2/4/2018 9:24 PM
5	Who is paying for this?	2/2/2018 5:58 PM
6	What on earth is city government doing getting involved with teaching cooking classes? You mean my taxes support this foolishness? Good grief.	2/2/2018 2:25 PM
7	It is not the COA's task to solve space needs for Culinary Arts. Address walkability, bike lanes, roads and traffic. Make a safe city.	2/2/2018 1:37 PM
8	Go bigger or go home...	2/2/2018 12:33 PM
9	I love cooking including the cuisines of Latin America.	2/2/2018 12:17 PM

10	Space seems small to me. Perhaps you are Trying to accomplish too much with limited space. Focus on entertainment venues and art.	2/2/2018 11:34 AM
11	Don't recall seeing anything about culinary arts.	2/2/2018 11:01 AM
12	Same as first why. There was nothing but images. To answer this, you'd need to know know more of "culinary arts" space and workflow needs and current available spaces. Since Cordon Bleu has its school space all available by 803 stop at the Domain, i would dare to say this building will do very little	2/2/2018 10:48 AM
13	No Opinion	2/2/2018 10:42 AM
14	I am not sure what the need is for this.....	2/2/2018 8:40 AM



## Q5 How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to the Dance Studio?

Answered: 54 Skipped: 5



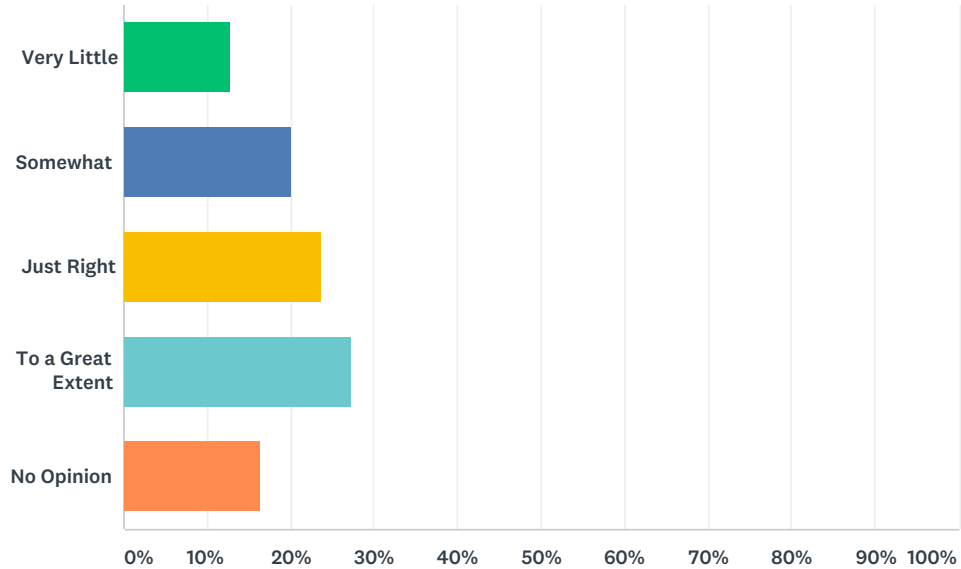
ANSWER CHOICES	RESPONSES	
Very Little	9.26%	5
Somewhat	16.67%	9
Just Right	24.07%	13
To a Great Extent	11.11%	6
No Opinion	38.89%	21
<b>TOTAL</b>		<b>54</b>

#	WHY?	DATE
1	Not much increase	2/6/2018 11:10 AM
2	when I was teaching an art class for my residency last year the dance class was above my class and was stomping so hard and the music was so loud. I think the dance studios need to be on the lower level or first floor. Sound proof the room so that other classes around don't hear every stomp and gritto.	2/5/2018 12:08 PM
3	Waste of tax dollars.	2/4/2018 9:24 PM
4	Why do we need this?	2/2/2018 5:58 PM
5	Dance studio?? How is a dance studio the responsibility of local government? You are supposed to take care of roads and provide us with law enforcement and fire protection, NOT run a dance studio.	2/2/2018 2:25 PM
6	Tighten the COA's budget.	2/2/2018 1:37 PM
7	Some discussion of what ARE the needs of the dance studio would be useful.	2/2/2018 12:17 PM
8	Don't recall dance need specifically called out.	2/2/2018 11:01 AM
9	where's the parking for all the additional people?	2/2/2018 10:58 AM

10	appropriate amount of space is allocated to the activity.	2/2/2018 10:55 AM
11	See first why	2/2/2018 10:48 AM
12	No Opinion	2/2/2018 10:42 AM
13	growth	2/1/2018 1:36 PM
14	The presentation does not detail what kind of improvement will be made within the classrooms. Will some of the classrooms have sprung flooring, mirrored walls, theater lighting, and ballet bars?	2/1/2018 12:06 PM

## Q6 How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to New Spaces (Artist Concession, Outdoor Amphitheater, Café/Gift Shop)?

Answered: 55 Skipped: 4



ANSWER CHOICES	RESPONSES	
Very Little	12.73%	7
Somewhat	20.00%	11
Just Right	23.64%	13
To a Great Extent	27.27%	15
No Opinion	16.36%	9
<b>TOTAL</b>		<b>55</b>

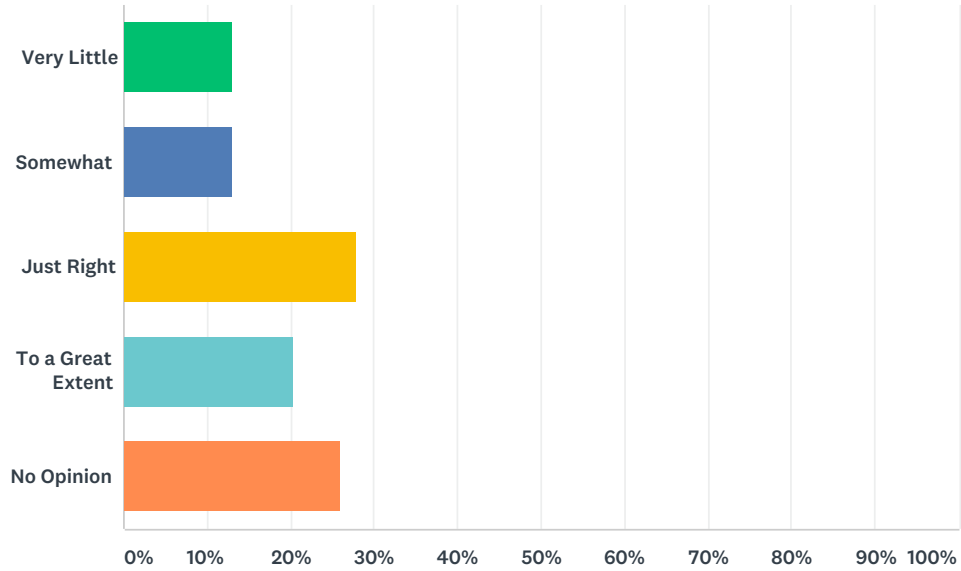
#	WHY?	DATE
1	Need art installations, performance, activities outside on the grounds too. Need more Eastside parklands.	2/9/2018 3:38 PM
2	In addition to planning the physical space, I think equal emphasis should be given to planning how to use the space to attract the community so that the facility is utilized.	2/6/2018 11:16 AM
3	Need more retails space to help support programming	2/6/2018 11:10 AM
4	Again, these spaces could be connected to a possible Cafe Teatro	2/6/2018 11:03 AM
5	Waste of tax dollars.	2/4/2018 9:24 PM
6	Are you kidding?	2/2/2018 5:58 PM
7	Here again, not the function of local government.	2/2/2018 2:25 PM
8	This city should be using eminent domain and addressing walkability. Have you seen Jollyville Road?	2/2/2018 1:37 PM
9	The trail realignment is and heavy use of concrete, including the embankment is troubling. The MAC is on the trail, The trail is not on the MAC....	2/2/2018 1:16 PM

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10	Hopefully we add more outdoor amphitheater's but stop adding parking. Waste of space to make more space for cars ??	2/2/2018 11:52 AM
11	Current needs fine. Not much room for growth.	2/2/2018 11:34 AM
12	Considering there is no current retail, this helps a lot. Also, it really maximizes the use of the incredible location by the lake.	2/2/2018 11:01 AM
13	where's the parking for all the additional people?	2/2/2018 10:58 AM
14	increases capacity for these types of activities to occur on site.	2/2/2018 10:55 AM
15	Same as first why. I would love to hear about what kind of outdoors areas and soundscapes are planned	2/2/2018 10:48 AM
16	No Opinion	2/2/2018 10:42 AM
17	love the idea of artist concession/amphitheater Feel like a gift shop will be underutilized, cost too much to staff/maintain with too little visitors.	2/2/2018 8:40 AM
18	much more space available	2/1/2018 1:36 PM
19	A cafe is a wonderful place to eat with our children and reflect on our visit. This is a wonderful idea and fantastic if you get a view of the lake.	2/1/2018 12:09 PM

## Q7 How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to Classrooms (Library/Music/Conference/Education)?

Answered: 54 Skipped: 5

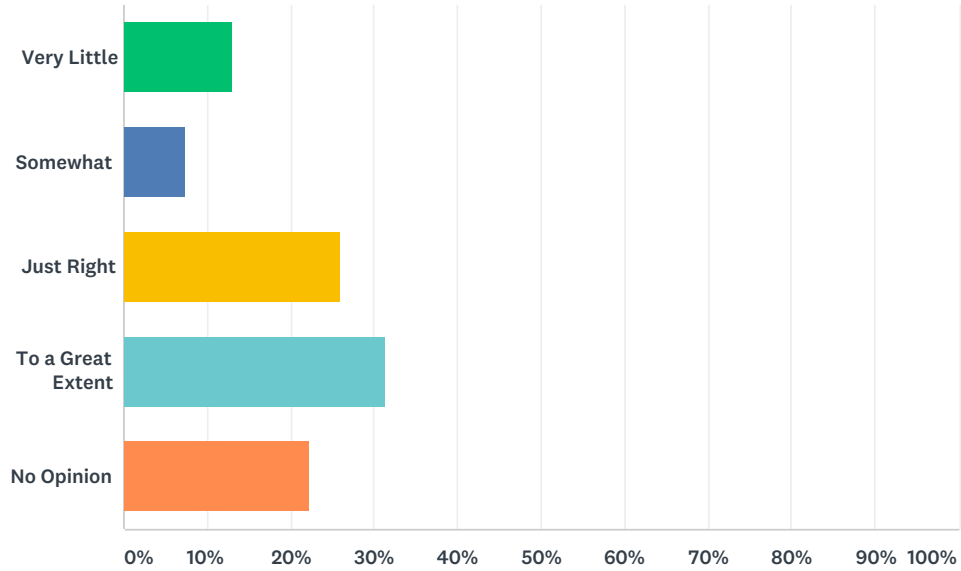


ANSWER CHOICES	RESPONSES	
Very Little	12.96%	7
Somewhat	12.96%	7
Just Right	27.78%	15
To a Great Extent	20.37%	11
No Opinion	25.93%	14
<b>TOTAL</b>		<b>54</b>

#	WHY?	DATE
1	Waste of tax dollars.	2/4/2018 9:24 PM
2	Why is this needed?	2/2/2018 5:58 PM
3	Classrooms are provided by school districts, NOT local city government.	2/2/2018 2:25 PM
4	This city should be using eminent domain and addressing walkability. A walkable city is a well planned city. I asked for sidewalk repairs in North Austin and was answered with a firm "NO".	2/2/2018 1:37 PM
5	Build it- they will come	2/2/2018 12:12 PM
6	where's the parking for all the additional people?	2/2/2018 10:58 AM
7	provides must needed space to service more people in the community.	2/2/2018 10:55 AM
8	Same as frist why	2/2/2018 10:48 AM
9	No Opinion	2/2/2018 10:42 AM
10	There is little details provided in the presentation about the improvements that will be made inside the classrooms. Improvements are the key to whether the classroom space can be used for the purposes described.	2/1/2018 12:06 PM

## Q8 How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to El Zocalo (Plaza) Improvements (Shading, Staging Direction, Signage)?

Answered: 54 Skipped: 5



ANSWER CHOICES	RESPONSES	
Very Little	12.96%	7
Somewhat	7.41%	4
Just Right	25.93%	14
To a Great Extent	31.48%	17
No Opinion	22.22%	12
<b>TOTAL</b>		<b>54</b>

#	WHY?	DATE
1	Except not sure if surface will be improved for outdoor dancing	2/6/2018 11:10 AM
2	Waste of tax dollars.	2/4/2018 9:24 PM
3	Are you kidding?	2/2/2018 5:58 PM
4	The whole thing is a misappropriation of tax money.	2/2/2018 2:25 PM
5	This city should be using eminent domain and addressing walkability. A walkable city is a well planned city. I asked for sidewalk repairs in North Austin and was answered with a firm "NO".	2/2/2018 1:37 PM
6	Currently it is not a very attractive site - this goes a long way towards maximizing the use of the property, and improving the visual appeal.	2/2/2018 11:01 AM
7	where's the parking for all the additional people?	2/2/2018 10:58 AM
8	much more inviting and the interaction with the lake is great.	2/2/2018 10:55 AM
9	Same as first why. I can't see the current issues or how they are going to be solved by looking at pictures without explanations. And that said as someone who was fluent in read g architectural drawings.	2/2/2018 10:48 AM
10	No Opinion	2/2/2018 10:42 AM

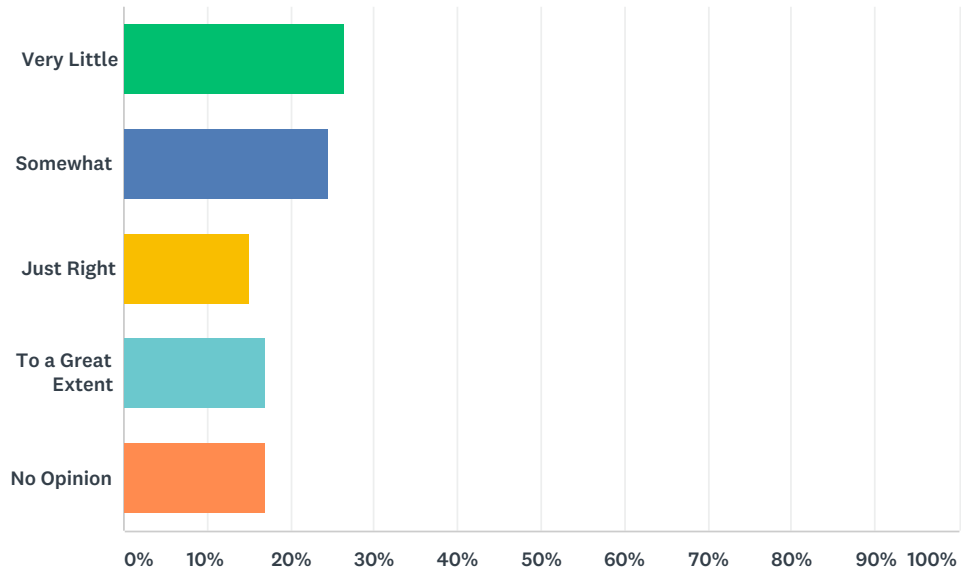
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11	Looks like trees or large canopies will provide sufficient shade. Great plan!	2/1/2018 12:09 PM
12	A permanent shading solution is necessary. In the past, I have sat in stadium-style metal seating. The seats got so hot I had to move and stand somewhere else. It appears that only a small portion of El Zocalo will be shaded. Some MACC events draw a very large audience covering most of El Zocalo, the proposed shading will likely be inadequate.	2/1/2018 12:06 PM

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## Q9 How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to Accessing the ESB-MACC (Parking, Rainey Street or Trail Access, Bike Paths)?

Answered: 53    Skipped: 6



ANSWER CHOICES	RESPONSES	
Very Little	26.42%	14
Somewhat	24.53%	13
Just Right	15.09%	8
To a Great Extent	16.98%	9
No Opinion	16.98%	9
<b>TOTAL</b>		<b>53</b>

#	WHY?	DATE
1	Parking still limited but better	2/6/2018 11:10 AM
2	Parking is a problem at the MACC. If we are going to be creating more attention to the center then we need to make sure we have plenty of parking.	2/5/2018 12:08 PM
3	Waste of real estate. A park would be healthier.	2/4/2018 9:24 PM
4	There should be an easier direct route into the MACC from Red River. For those walking from the North, an extra walk around Rainey Street or through a parking lot is a very bad start to the MACC experiecne. For those driving from the north, there is no need to drive through the pedestrian-oriented Rainey Street.	2/3/2018 12:46 PM
5	There is never enough parking.	2/2/2018 5:58 PM
6	Needs more on site parking. Extra cars parked on street vis dangerous	2/2/2018 2:36 PM
7	If there is a demand for this stuff the private sector would be doing it.	2/2/2018 2:25 PM
8	This city should be using eminent domain and addressing walkability. A walkable city is a well planned city. I asked for sidewalk repairs in North Austin and was answered with a firm "NO".	2/2/2018 1:37 PM

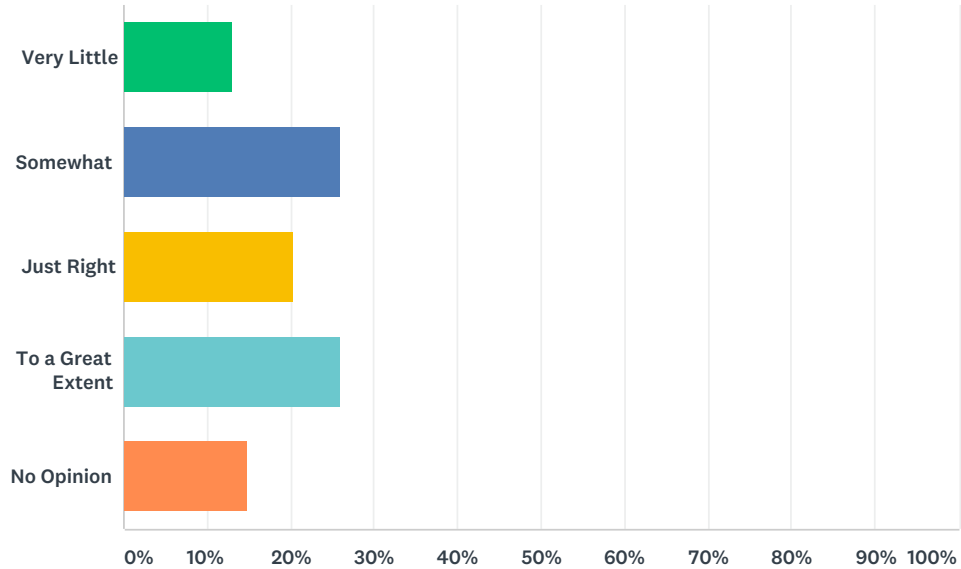


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9	see comment above...blatant intent to filter, and disperse trail traffic through the MAC...runners and bikers beware, this is a recipe for disaster and conflict	2/2/2018 1:16 PM
10	This structure will penetrate the bike/walking path used by thousands of people per day. Until now, we have avoided the construction of buildings, either commercial or city, right onto the path. I guess those days are over? Ever think of building UP, not out? Think of all the high rises nearby.	2/2/2018 12:17 PM
11	It looks like it interferes w the trail. And I'm never for adding more car parking places. And if so, make it a garage so we build ??car spaces up at least and safe other grounds for human use and not to park and leave machines	2/2/2018 11:52 AM
12	The bike path should be wider and separated from pedestrians.	2/2/2018 11:07 AM
13	Do not recall seeing much of a difference other than the direct paths being created.	2/2/2018 11:01 AM
14	where's the parking for all the additional people? just adds more issues to what already is a big issue	2/2/2018 10:58 AM
15	The whole area needs major overhaul	2/2/2018 10:55 AM
16	I hope it encourages the families in the neighboring communities to walk/ride bikes there.	2/2/2018 10:55 AM
17	Lots of parking apparently. How is this space accessed eith public transport?	2/2/2018 10:48 AM
18	No Opinion	2/2/2018 10:42 AM
19	I have attempted to park during events and it is usually a challenge" to say the least.... Definitely needs additional. I cannot open the presentation simultaneously with the questions there fore I am trying to remember how much additional space is allotted?	2/1/2018 1:36 PM
20	Latinos don't live on Rainey Street anymore. Greater care could have been taken to develop and improve surrounding bus stations, perhaps even incorporate a bus station into the MACC design. It is very hard for working class families to get to the MACC. Also, the MACC should not share its parking with Rainey Street nightlife - the character of the typical Rainey Street visitor is inconsistent with that of a MACC visitor. I wonder whether the underground parking in the proposed addition will be made available to Rainey Street patrons. I have been harassed by Rainey Street visitors using the MACC surface parking lot. Yelling, belligerent, and sometimes racists people should not be allowed to congregate or use the MACC parking lot. This condition adds to the existing hostile environment towards Latinos already present on Rainey Street. Rainey Street bars should find a private solution to their parking shortage because the MACC is a haven for Latinos and Latinx culture and we should not have to worry about getting harassed when we park our cars.	2/1/2018 12:06 PM
21	The parking is still a bit limited. Most people attending the events appear to be driving from elsewhere. The trail access is nice but not likely used for late evening events.	2/1/2018 10:55 AM

## Q10 How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to the Waterfront (Seating, Views, Waller Creek, Lady Bird Lake Trail)?

Answered: 54 Skipped: 5



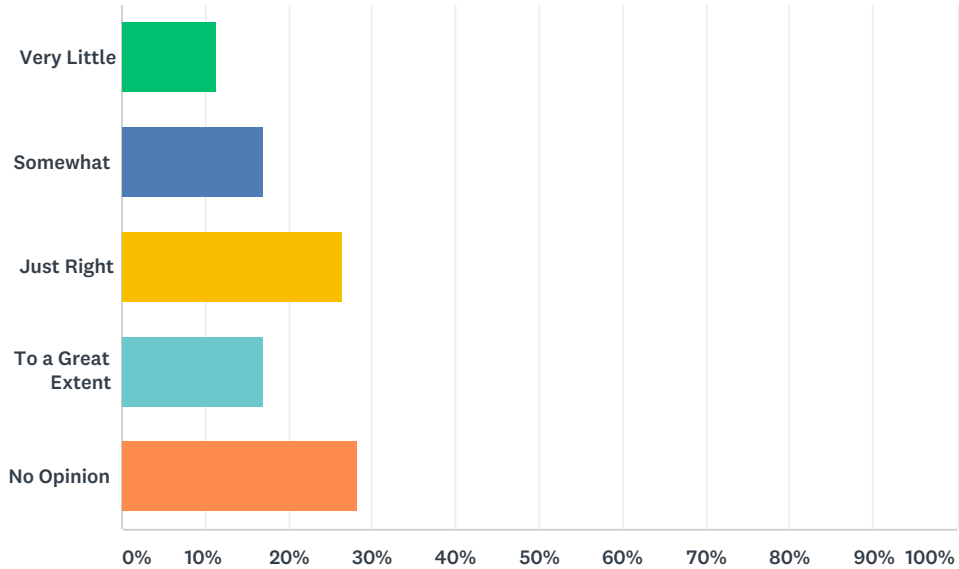
ANSWER CHOICES	RESPONSES	
Very Little	12.96%	7
Somewhat	25.93%	14
Just Right	20.37%	11
To a Great Extent	25.93%	14
No Opinion	14.81%	8
<b>TOTAL</b>		<b>54</b>

#	WHY?	DATE
1	This is fabulous!	2/9/2018 3:38 PM
2	Love that food/drink is out on trail to draw people in! So much opportunity here.	2/6/2018 11:13 AM
3	Want to see the amphitheater a little larger	2/6/2018 11:10 AM
4	I think the amphitheater/dock is a fantastic idea, but too costly and superflous. Money should be spent on a Cafe Teatro and management.	2/6/2018 11:03 AM
5	community garden instead of boring plant displays.	2/5/2018 12:08 PM
6	Waste of tax dollars. Waste of real estate.	2/4/2018 9:24 PM
7	lots of steps shown leading down to the lake but how do people with limited accessibility access the water? what provisions are there for dogs? will fishing be allowed?	2/4/2018 3:49 PM
8	Don't go near the water.	2/2/2018 5:58 PM
9	Is too near the water. Run off and natural beauty not taken into account. How is the building helping cli	2/2/2018 2:36 PM
10	This city should be using eminent domain and addressing walkability. A walkable city is a well planned city. I asked for sidewalk repairs in North Austin and was answered with a firm "NO".	2/2/2018 1:37 PM

11	What are the priorities related t the waterfront. Sitting to watch kayakers, the bats, or what?	2/2/2018 12:17 PM
12	Certainly better than current options.	2/2/2018 11:34 AM
13	The Lady Bird Lake Trail should be wider and have separate bicycle and pedestrian lanes.	2/2/2018 11:07 AM
14	where's the parking for all the additional people?	2/2/2018 10:58 AM
15	invites greater usage of the trail and lake facilities.	2/2/2018 10:55 AM
16	See first why	2/2/2018 10:48 AM
17	No Opinion	2/2/2018 10:42 AM
18	I think this is a wonderful and attractive feature that will be more inviting and welcoming.	2/1/2018 12:09 PM
19	I would have liked to have seen memorials dedicated to local and state Latino and Tejano figures to impress upon Trail users that the MACC is not a dog park.	2/1/2018 12:06 PM

## Q11 How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to the Landscaping (Large/Small Spaces, Movie Projection)?

Answered: 53 Skipped: 6



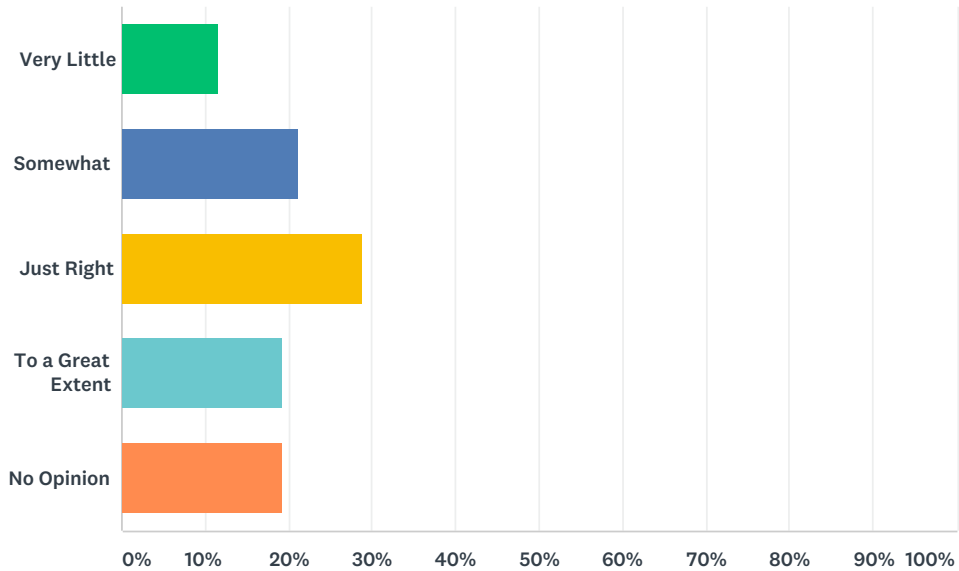
ANSWER CHOICES	RESPONSES	
Very Little	11.32%	6
Somewhat	16.98%	9
Just Right	26.42%	14
To a Great Extent	16.98%	9
No Opinion	28.30%	15
<b>TOTAL</b>		<b>53</b>

#	WHY?	DATE
1	Not enough was explained in the presentation.	2/6/2018 11:16 AM
2	No need for community garden, unless the food is for our community.	2/6/2018 11:03 AM
3	Community gardens are needed. This is the kind of thing that brings the community together. We don't need landscaping. We need community gardens.	2/5/2018 12:08 PM
4	Waste of tax dollars. Waste of real estate.	2/4/2018 9:24 PM
5	how will green stormwater infrastructure be addressed? There is a traditional looking water quality pond but wouldn't it be better to incorporate more forward thinking green stormwater features (rain gardens, land sculpting like berms and infiltration meadows) and rain catchment (rain harvesting and reuse), gray water use in the landscape. Will the community gardens be for the local community and, if so, how will they get access to the plots? Is the orchard for community use or just a token? Does the project include lakeshore re-vegetation using native plants?	2/4/2018 3:49 PM
6	Landscaping? just mow the grass and stop smoking it.	2/2/2018 5:58 PM
7	Keep more green space.	2/2/2018 2:36 PM
8	God already landscaped the area. The city doesn't need to meddle in His design.	2/2/2018 2:25 PM

9	This city should be using eminent domain and addressing walkability. A walkable city is a well planned city. I asked for sidewalk repairs in North Austin and was answered with a firm "NO".	2/2/2018 1:37 PM
10	I'm unfamiliar w the purpose of this structure and how it is funded, so I can't answer many of these...	2/2/2018 11:52 AM
11	Big improvement to the use of this prime location.	2/2/2018 11:01 AM
12	See fist why. No text details about plan were given	2/2/2018 10:48 AM
13	No Opinion	2/2/2018 10:42 AM
14	The presentation does not offer information regarding the types of plants that will be planted, it is hard to gauge the landscaping improvements from the sketches provided.	2/1/2018 12:06 PM

## Q12 How well does the Master Plan presented today solve the current constraints and future space needs for priorities related to La Gran Entrada/The Grand Entrance (Cultural Arts Garden, Signage, Vehicle Access)?

Answered: 52    Skipped: 7



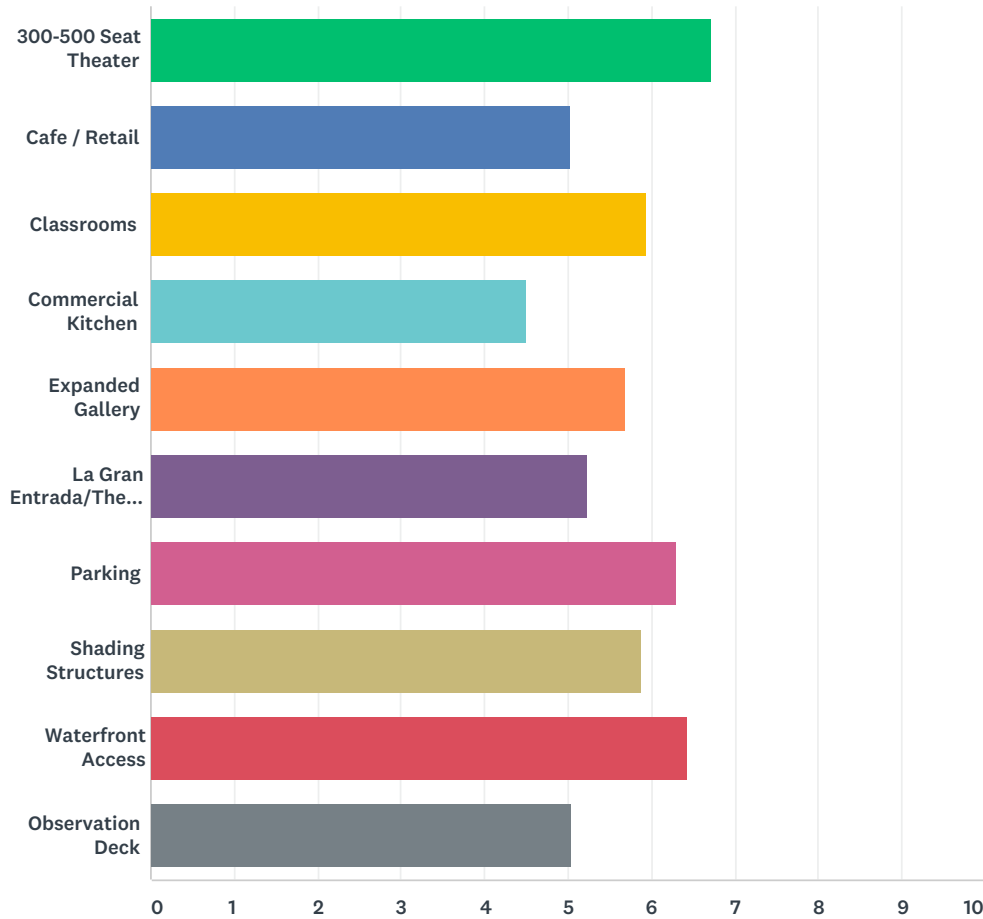
ANSWER CHOICES	RESPONSES	
Very Little	11.54%	6
Somewhat	21.15%	11
Just Right	28.85%	15
To a Great Extent	19.23%	10
No Opinion	19.23%	10
<b>TOTAL</b>		<b>52</b>

#	WHY?	DATE
1	It would be nice to see a beautiful sculpture with some nice landscaping.	2/5/2018 12:08 PM
2	Waste of tax dollars. Waste of real estate. You commies are trying to follow the ten planks of the commie revolution. Bill only the people who want thiswadde of tax dollars. This whole thing is a giant tax black hole. Demanded by those with a black hole where their brains are supposed to be.	2/4/2018 9:24 PM
3	seems pretty standard, functional	2/4/2018 3:49 PM
4	There are no needs for this boondoggle.	2/2/2018 5:58 PM
5	Where is the Norwegian Cultural Center? Where is the French Cultural Center? Hmm, don't see a German Cultural Center either. Hey, maybe it is not the responsibility of local government to provide these things!	2/2/2018 2:25 PM
6	This city should be using eminent domain and addressing walkability. A walkable city is a well planned city. I asked for sidewalk repairs in North Austin and was answered with a firm "NO".	2/2/2018 1:37 PM
7	To open	2/2/2018 12:39 PM

8	Do you detect a somewhat negative evaluation from me? This may be because I read the Statesman and Chronicle pretty much cover-to-cover and just now in the news I hear of an expansion of the MACC that did not bother to vet its planning with much of anyone except some city planners and maybe itself. I would vote NO on the whole plan until I hear more about the actual needs. Today I hear that we probably will close pools because there is no funding to repair or replace. I have never used an Austin pool, but there is a little problem with setting priorities in a city where taxes are considered extremely high and always rising. Show me why the citizens of Austin should support this or any other project and I would consider it. Now that I accidentally did discover this plan I may actually investigate it. But that is not thanks to any (if one exists) effort to disseminate information and gather support that I have heard about.	2/2/2018 12:17 PM
9	See other statements about cars	2/2/2018 11:52 AM
10	It is.an improvement to existing entry.	2/2/2018 11:34 AM
11	Don't recall much about this.	2/2/2018 11:01 AM
12	not much	2/2/2018 10:58 AM
13	looks inviting.	2/2/2018 10:55 AM
14	No text was given, just images.	2/2/2018 10:48 AM
15	No Opinion	2/2/2018 10:42 AM
16	It's way too much	2/2/2018 10:40 AM
17	I like the current entrance, it appears the proposed improvements maintain most of the current structure. I am concerned about what appears to be trees by the handicapped parking - please do not plant trees there, this could pose a dangerous condition for handicapped persons if they are not maintained properly. Similarly, the path to the Creekside Amphitheater appears to be difficult to access for handicapped persons because there appear to be steps along the way. Also, a pedestrian light should be installed by the new sign: if you are walking, it can be very hard and dangerous to cross Rainey Street.	2/1/2018 12:06 PM

**Q13 Funding for the construction of the ESB-MACC Master Plan has yet to be determined. If construction was scheduled to be completed in phases to accommodate funding, which of the proposed Master Plan elements would you like to see prioritized for construction first? PLEASE LIST ELEMENTS BY PRIORITY FROM 1-10. (#1 being the most important, 10 being the least)**

Answered: 47 Skipped: 12



	1	2	3	4	5	6	7	8	9	10	TOTAL	SCORE
300-500 Seat Theater	25.00% 10	12.50% 5	12.50% 5	7.50% 3	5.00% 2	12.50% 5	7.50% 3	5.00% 2	7.50% 3	5.00% 2	40	6.7
Cafe / Retail	9.52% 4	11.90% 5	2.38% 1	7.14% 3	14.29% 6	9.52% 4	4.76% 2	9.52% 4	19.05% 8	11.90% 5	42	5.0
Classrooms	7.14% 3	19.05% 8	9.52% 4	14.29% 6	11.90% 5	4.76% 2	14.29% 6	0.00% 0	4.76% 2	14.29% 6	42	5.9
Commercial Kitchen	0.00% 0	5.00% 2	12.50% 5	2.50% 1	7.50% 3	15.00% 6	15.00% 6	25.00% 10	15.00% 6	2.50% 1	40	4.5
Expanded Gallery	2.56% 1	12.82% 5	15.38% 6	15.38% 6	2.56% 1	15.38% 6	12.82% 5	12.82% 5	5.13% 2	5.13% 2	39	5.6



A new vision and Master Plan for the Emma S. Barrientos – Mexican American Cultural Center (ESB-MACC).  
 Versión en Español: <https://es.surveymonkey.com/r/8LBTDSS>

La Gran Entrada/The Grand Entrance	12.20% 5	2.44% 1	7.32% 3	4.88% 2	19.51% 8	12.20% 5	9.76% 4	14.63% 6	7.32% 3	9.76% 4	41	5.2
Parking	27.91% 12	4.65% 2	13.95% 6	2.33% 1	16.28% 7	4.65% 2	6.98% 3	2.33% 1	4.65% 2	16.28% 7	43	6.3
Shading Structures	5.00% 2	5.00% 2	20.00% 8	20.00% 8	10.00% 4	5.00% 2	15.00% 6	10.00% 4	7.50% 3	2.50% 1	40	5.8
Waterfront Access	16.67% 7	19.05% 8	7.14% 3	11.90% 5	9.52% 4	9.52% 4	4.76% 2	7.14% 3	4.76% 2	9.52% 4	42	6.4
Observation Deck	4.76% 2	11.90% 5	7.14% 3	19.05% 8	7.14% 3	7.14% 3	2.38% 1	7.14% 3	16.67% 7	16.67% 7	42	5.0

## Q14 What is your first and last name?

Answered: 59 Skipped: 0

#	RESPONSES	DATE
1	Beverly Sutton	2/9/2018 3:38 PM
2	Resident A	2/7/2018 3:11 PM
3	pat scott	2/7/2018 8:34 AM
4	Oxford House Buffalo Pass	2/6/2018 3:20 PM
5	Elaine Selis	2/6/2018 11:16 AM
6	Molly Beth and Bruce Malcolm	2/6/2018 11:13 AM
7	Gilbert & Jane Rivera	2/6/2018 11:10 AM
8	Sam Morales	2/6/2018 11:05 AM
9	Carlos Ufret	2/6/2018 11:03 AM
10	Jose Saenz	2/5/2018 2:58 PM
11	April Garcia	2/5/2018 12:08 PM
12	Fed Up	2/4/2018 9:24 PM
13	Gloria Elizondo	2/4/2018 7:34 PM
14	S Kenzle	2/4/2018 3:49 PM
15	Rosa Dominguez	2/3/2018 2:38 PM
16	Dan Keshet	2/3/2018 12:46 PM
17	Tom Sanders	2/3/2018 9:07 AM
18	Rosemary Castleberry	2/3/2018 7:07 AM
19	Kristine valdez	2/2/2018 11:51 PM
20	S Reese	2/2/2018 11:14 PM
21	Pissed Off Taxpayer	2/2/2018 5:58 PM
22	Cristina Davis	2/2/2018 5:50 PM
23	Doug Kusey	2/2/2018 5:03 PM
24	Jose Bolgongaia	2/2/2018 4:04 PM
25	Christopher Crocker	2/2/2018 3:14 PM
26	Robert Lewis	2/2/2018 2:54 PM
27	Becky Rogers	2/2/2018 2:44 PM
28	Frances Pierson	2/2/2018 2:36 PM
29	Susie Taxpayer	2/2/2018 2:25 PM
30	John denier	2/2/2018 2:02 PM
31	thecoa	2/2/2018 1:37 PM
32	gardner	2/2/2018 1:16 PM
33	Mark Phillips	2/2/2018 12:49 PM
34	R.rangel	2/2/2018 12:39 PM
35	Marc Fort	2/2/2018 12:33 PM
36	Frederick Taylor	2/2/2018 12:17 PM

37	Art Klempler	2/2/2018 12:12 PM
38	Ann Funderburg	2/2/2018 11:53 AM
39	Jerod Heine	2/2/2018 11:52 AM
40	Ashlee Jones	2/2/2018 11:48 AM
41	Judith Molander	2/2/2018 11:34 AM
42	Lori humphreys brunson	2/2/2018 11:27 AM
43	Michael Robinons	2/2/2018 11:07 AM
44	Jacqueline McGlynn	2/2/2018 11:01 AM
45	Michael Wilen	2/2/2018 10:58 AM
46	Will Waghorne	2/2/2018 10:55 AM
47	Tyresse Horne	2/2/2018 10:55 AM
48	Anna Marshall	2/2/2018 10:48 AM
49	Justin Timberpond	2/2/2018 10:42 AM
50	Melynda Caudle	2/2/2018 10:40 AM
51	Connie pardo	2/2/2018 10:40 AM
52	Sean Ables	2/2/2018 10:35 AM
53	Heidi Crowley	2/2/2018 8:40 AM
54	Antonio Bustos	2/1/2018 2:31 PM
55	Viva Garza	2/1/2018 1:36 PM
56	Yvonne Valdez	2/1/2018 1:29 PM
57	Susana Dunlap	2/1/2018 12:09 PM
58	Isabel Segarra	2/1/2018 12:06 PM
59	Roz Jones	2/1/2018 10:55 AM

## Q15 What is your zip code?

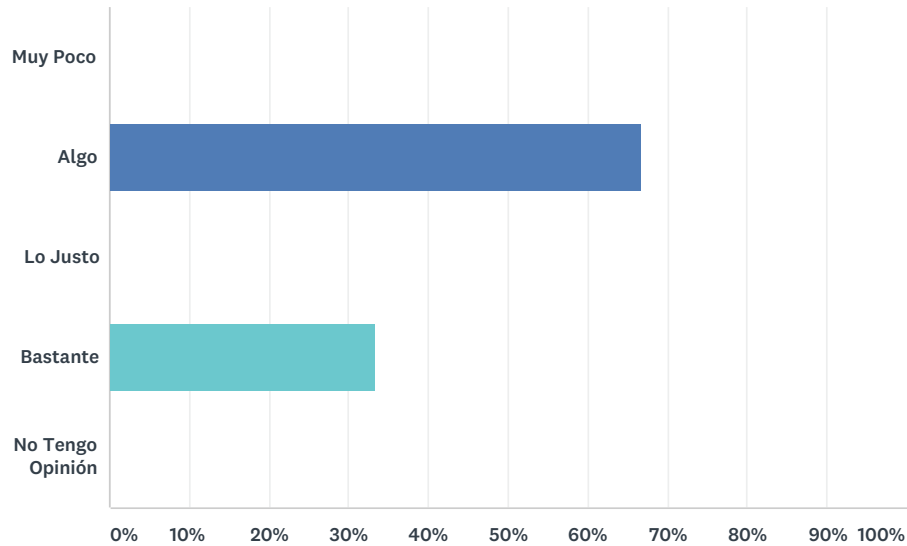
Answered: 59 Skipped: 0

#	RESPONSES	DATE
1	78729 but I lived off of Holly St. for 14 years	2/9/2018 3:38 PM
2	78703	2/7/2018 3:11 PM
3	78730	2/7/2018 8:34 AM
4	78845	2/6/2018 3:20 PM
5	78701	2/6/2018 11:16 AM
6	78701	2/6/2018 11:13 AM
7	78702	2/6/2018 11:10 AM
8	78759	2/6/2018 11:05 AM
9	78754	2/6/2018 11:03 AM
10	78745	2/5/2018 2:58 PM
11	78702	2/5/2018 12:08 PM
12	78723	2/4/2018 9:24 PM
13	78702	2/4/2018 7:34 PM
14	78744	2/4/2018 3:49 PM
15	78739	2/3/2018 2:38 PM
16	78701	2/3/2018 12:46 PM
17	78735	2/3/2018 9:07 AM
18	78754	2/3/2018 7:07 AM
19	78736	2/2/2018 11:51 PM
20	78757	2/2/2018 11:14 PM
21	78701	2/2/2018 5:58 PM
22	78754	2/2/2018 5:50 PM
23	78731	2/2/2018 5:03 PM
24	78756	2/2/2018 4:04 PM
25	78745	2/2/2018 3:14 PM
26	78756	2/2/2018 2:54 PM
27	78748	2/2/2018 2:44 PM
28	78757	2/2/2018 2:36 PM
29	78750	2/2/2018 2:25 PM
30	78744	2/2/2018 2:02 PM
31	78750	2/2/2018 1:37 PM
32	78704	2/2/2018 1:16 PM
33	78748	2/2/2018 12:49 PM
34	78721	2/2/2018 12:39 PM
35	78723	2/2/2018 12:33 PM
36	78731	2/2/2018 12:17 PM

37	78757	2/2/2018 12:12 PM
38	78757	2/2/2018 11:53 AM
39	78741	2/2/2018 11:52 AM
40	78747	2/2/2018 11:48 AM
41	78741	2/2/2018 11:34 AM
42	78745	2/2/2018 11:27 AM
43	78723	2/2/2018 11:07 AM
44	78731	2/2/2018 11:01 AM
45	78741	2/2/2018 10:58 AM
46	78729	2/2/2018 10:55 AM
47	78702	2/2/2018 10:55 AM
48	78723	2/2/2018 10:48 AM
49	78701	2/2/2018 10:42 AM
50	78747	2/2/2018 10:40 AM
51	78727	2/2/2018 10:40 AM
52	78702	2/2/2018 10:35 AM
53	78754	2/2/2018 8:40 AM
54	78745	2/1/2018 2:31 PM
55	78745	2/1/2018 1:36 PM
56	78745	2/1/2018 1:29 PM
57	78748	2/1/2018 12:09 PM
58	78759	2/1/2018 12:06 PM
59	78701	2/1/2018 10:55 AM

## Q1 ¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades y preordidas sobre los Espacios para Artes Interpretativas (Baile/Teatro/Música, Almacenamiento, Vestidores)?

Answered: 3 Skipped: 0

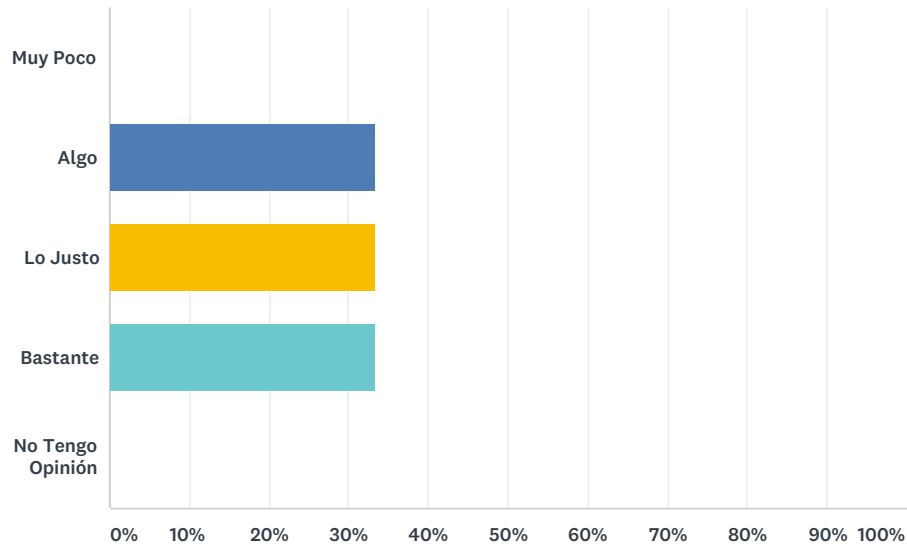


ANSWER CHOICES	RESPONSES
Muy Poco	0.00% 0
Algo	66.67% 2
Lo Justo	0.00% 0
Bastante	33.33% 1
No Tengo Opinión	0.00% 0
<b>TOTAL</b>	<b>3</b>

#	¿POR QUÉ?	DATE
1	It seems that a lot of resources are going to less important improvements like community gardens, outdoor amphitheater.	2/6/2018 11:28 AM
2	Are the support places dressing rooms? Are there 2 (1 female, 1 male)?	2/6/2018 11:24 AM
3	En primer lugar...qué es una Preordidad? Querrán decir prioridad..¿alguien revisó esta encuesta para ver errores? sigue faltando espacio para almacenamiento y ensayos. No parece haber un área para baile con la duela necesaria para este tipo de presentaciones.	2/2/2018 3:04 PM

## Q2 ¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades y preordidades sobre las Artes Visuales (Pintura/Escultura/Salones de Clase/Talleres)?

Answered: 3 Skipped: 0

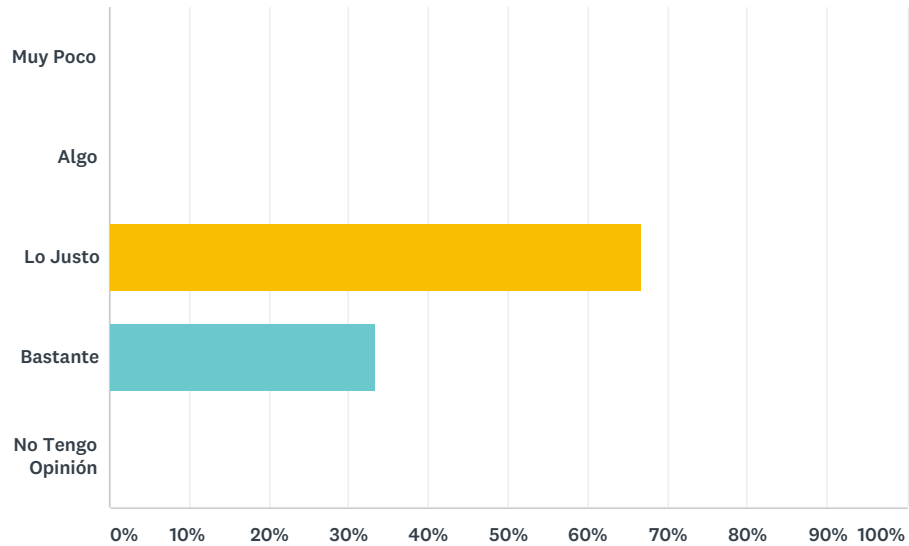


ANSWER CHOICES	RESPONSES
Muy Poco	0.00% 0
Algo	33.33% 1
Lo Justo	33.33% 1
Bastante	33.33% 1
No Tengo Opinión	0.00% 0
<b>TOTAL</b>	<b>3</b>

#	¿POR QUÉ?	DATE
	There are no responses.	

### Q3 ¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades y preordidades sobre la Galería y Exhibiciones (Almacenamiento, Capacidad, Acceso Público)?

Answered: 3 Skipped: 0



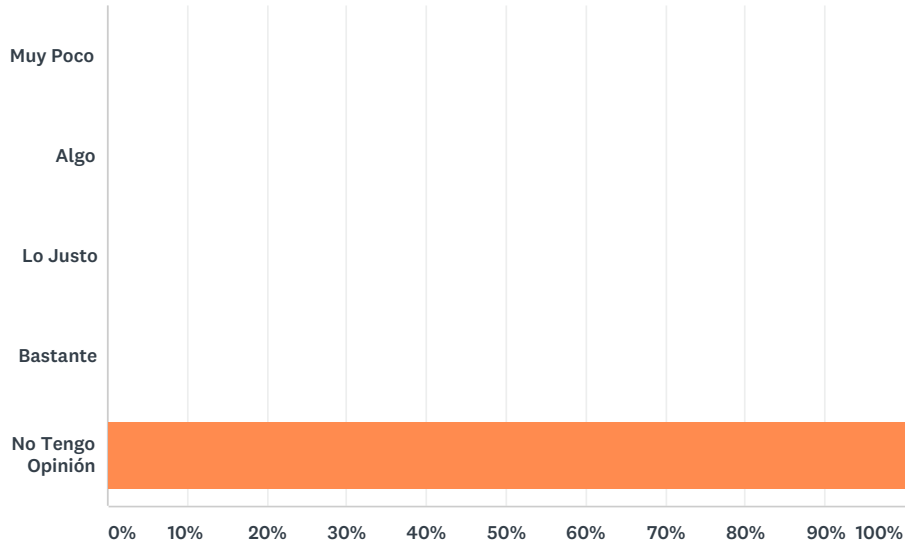
ANSWER CHOICES	RESPONSES
Muy Poco	0.00% 0
Algo	0.00% 0
Lo Justo	66.67% 2
Bastante	33.33% 1
No Tengo Opinión	0.00% 0
<b>TOTAL</b>	<b>3</b>

#	¿POR QUÉ?	DATE
	There are no responses.	



### Q4 ¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades y preordindades sobre las Artes Culinarias (Cocina Comercial, Clases de Cocina)?

Answered: 2 Skipped: 1

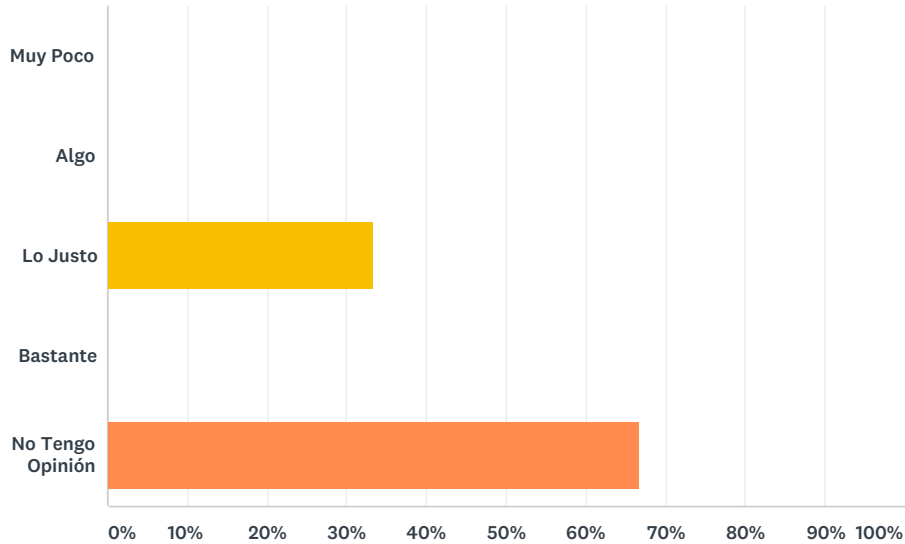


ANSWER CHOICES	RESPONSES
Muy Poco	0.00% 0
Algo	0.00% 0
Lo Justo	0.00% 0
Bastante	0.00% 0
No Tengo Opinión	100.00% 2
<b>TOTAL</b>	<b>2</b>

#	¿POR QUÉ?	DATE
1	I didn't see any kitchens	2/6/2018 11:24 AM
2	No se muestra claramente en el mapa. Esta encuesta y los materiales de apoyo no proveem suficiente información. NO se puede determinar si se cumplen las necesidades solamente viendo cuántos pies cuadrados de construcción se destinarán. Hay que considerar diseño y equipo para poder establecer si funcionaría.	2/2/2018 3:04 PM

### Q5 ¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades y preordidades sobre el Estudio de Baile?

Answered: 3 Skipped: 0

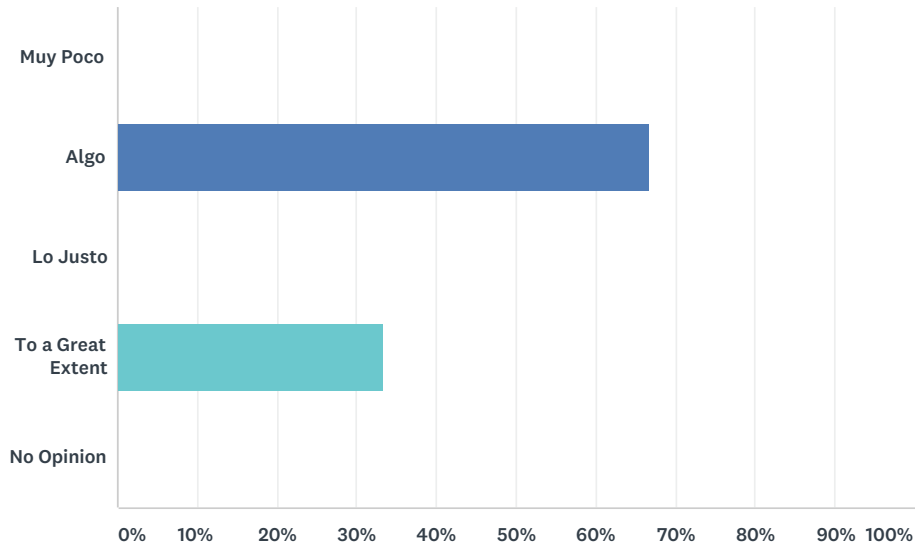


ANSWER CHOICES	RESPONSES
Muy Poco	0.00% 0
Algo	0.00% 0
Lo Justo	33.33% 1
Bastante	0.00% 0
No Tengo Opinión	66.67% 2
<b>TOTAL</b>	<b>3</b>

#	¿POR QUÉ?	DATE
1	Are the classrooms also dance studios or one of the other?	2/6/2018 11:24 AM
2	No se muestra claramente en el mapa. Esta encuesta y los materiales de apoyo no proveem suficiente información. NO se puede determinar si se cumplen las necesidades solamente viendo cuántos pies cuadrados de construcción se destinarán. Hay que considerar diseño y equipo para poder establecer si funcionaría.	2/2/2018 3:04 PM

### Q6 ¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades y preordidades sobre Nuevas Estructuras (Concesiones para Artistas, Anfiteatro al Aire Libre, Cafetería/Tienda de Regalos)?

Answered: 3 Skipped: 0

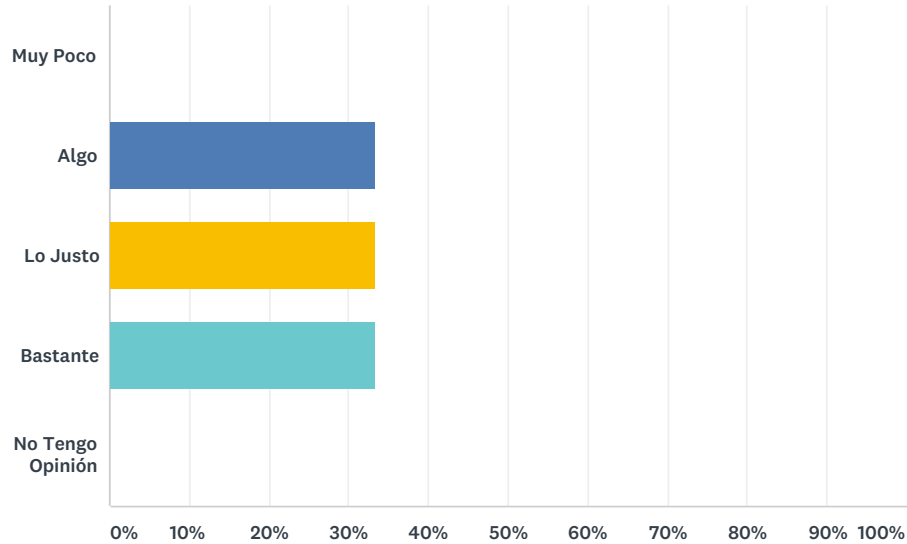


ANSWER CHOICES	RESPONSES
Muy Poco	0.00% 0
Algo	66.67% 2
Lo Justo	0.00% 0
To a Great Extent	33.33% 1
No Opinion	0.00% 0
<b>TOTAL</b>	<b>3</b>

#	¿POR QUÉ?	DATE
1	To me the amphitheater should be less prioritized than the theater. The garden will be used by loft users instead of Latino Community.	2/6/2018 11:28 AM
2	It's so much I almost feel they're doing too much and that halfway through they'll loose funds and have to stop.	2/6/2018 11:24 AM

## Q7 ¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades y preordidades sobre los Salones de Clase (Biblioteca/Música/Conferencias/Educación)?

Answered: 3 Skipped: 0

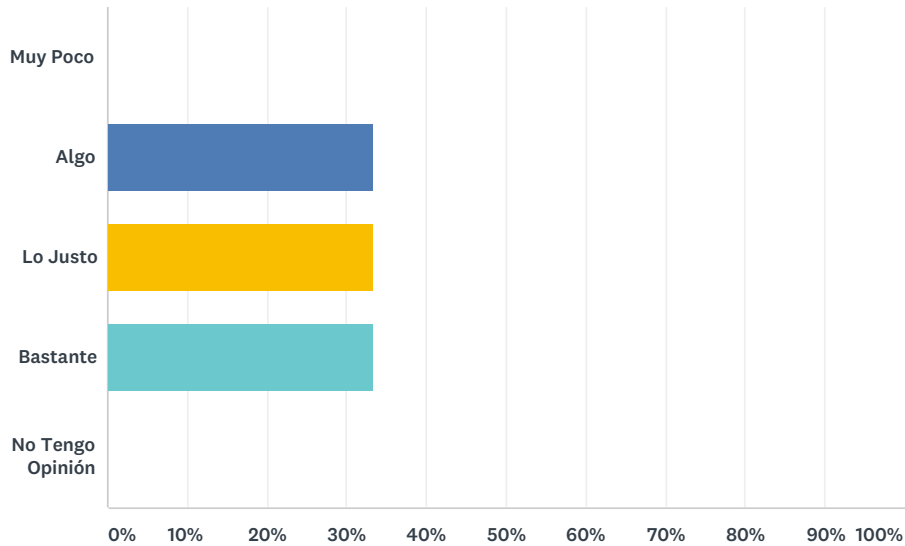


ANSWER CHOICES	RESPONSES
Muy Poco	0.00% 0
Algo	33.33% 1
Lo Justo	33.33% 1
Bastante	33.33% 1
No Tengo Opinión	0.00% 0
<b>TOTAL</b>	<b>3</b>

#	¿POR QUÉ?	DATE
1	No se muestra claramente en el mapa. Esta encuesta y los materiales de apoyo no proveem suficiente información. NO se puede determinar si se cumplen las necesidades solamente viendo cuántos pies cuadrados de construcción se destinarán. Hay que considerar diseño y equipo para poder establecer si funcionaría.	2/2/2018 3:04 PM

### Q8 ¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades y preordidades sobre Mejoras a El Zócalo (La Plaza) (Sombra, Dirección de Escenografía, Señalización)?

Answered: 3 Skipped: 0

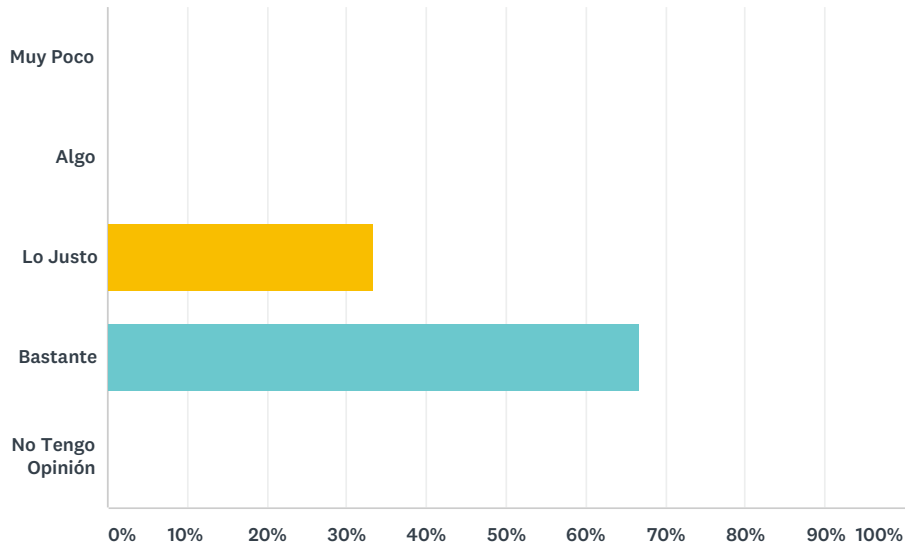


ANSWER CHOICES	RESPONSES
Muy Poco	0.00% 0
Algo	33.33% 1
Lo Justo	33.33% 1
Bastante	33.33% 1
No Tengo Opinión	0.00% 0
<b>TOTAL</b>	<b>3</b>

#	¿POR QUÉ?	DATE
1	Shade structure should be facing the stage area, right now is sideways.	2/6/2018 11:28 AM
2	No se muestra claramente en el mapa. Esta encuesta y los materiales de apoyo no proveem suficiente información. NO se puede determinar si se cumplen las necesidades solamente viendo cuántos pies cuadrados de construcción se destinarán. Hay que considerar diseño y equipo para poder establecer si funcionaría.	2/2/2018 3:04 PM

### Q9 ¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades y preordindades sobre el Acceso al ESB-MACC (Estacionamiento, Rainey Street, aceras, caminos, o ciclo-vías)?

Answered: 3 Skipped: 0

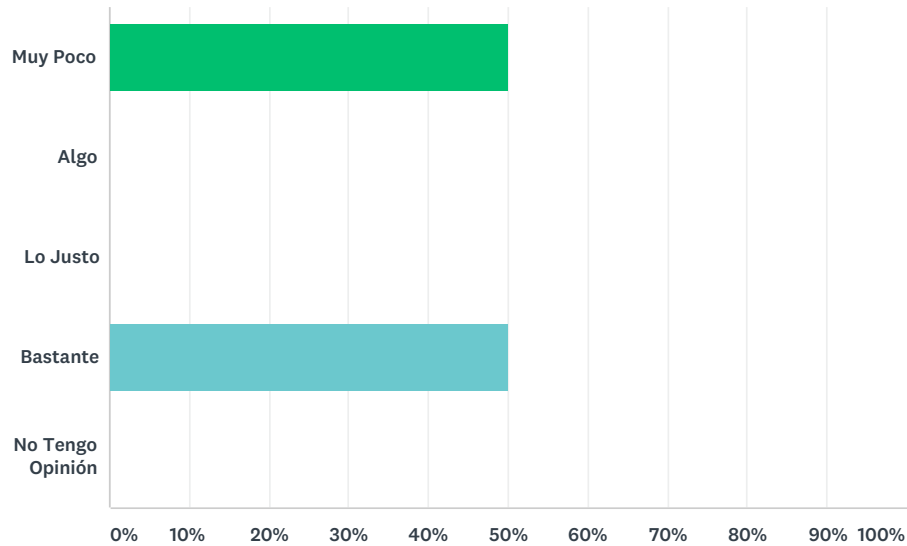


ANSWER CHOICES	RESPONSES
Muy Poco	0.00% 0
Algo	0.00% 0
Lo Justo	33.33% 1
Bastante	66.67% 2
No Tengo Opinión	0.00% 0
<b>TOTAL</b>	<b>3</b>

#	¿POR QUÉ?	DATE
1	Why would you build a huge parking space in phase 2 just to destroy it and build an underground one in phase 3?	2/6/2018 11:24 AM

### Q10 ¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades y preordidades sobre la Frente al Agua (Asientos, Vistas, Waller Creek, Lady Bird Lake Trail)?

Answered: 2 Skipped: 1

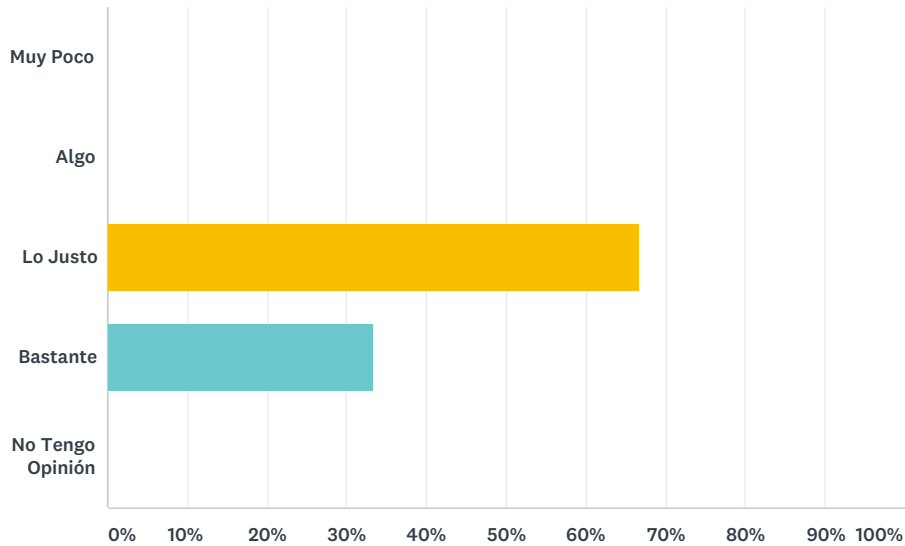


ANSWER CHOICES	RESPONSES
Muy Poco	50.00% 1
Algo	0.00% 0
Lo Justo	0.00% 0
Bastante	50.00% 1
No Tengo Opinión	0.00% 0
<b>TOTAL</b>	<b>2</b>

#	¿POR QUÉ?	DATE
1	Not a priority	2/6/2018 11:28 AM
2	The one with steps could be dangerous if small children fall into the lake. The dock is nice.	2/6/2018 11:24 AM
3	Por dios!!! alguien que escriba bien español, qué verguena. Como que "la frente al agua"? qué es eso????	2/2/2018 3:04 PM

### Q11 ¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades y preordidades sobre el Paisajismo (Espacios grandes/pequeños, Proyección de Películas al Aire Libre)?

Answered: 3 Skipped: 0



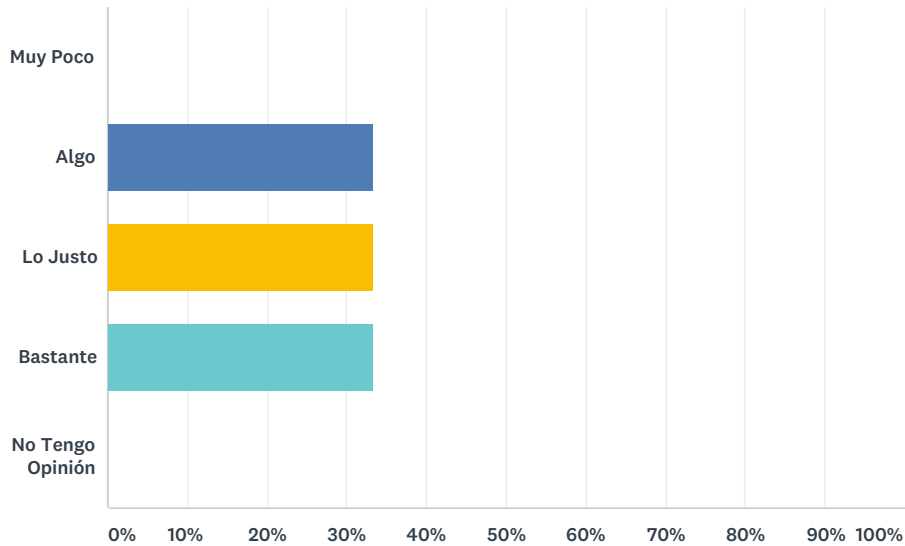
ANSWER CHOICES	RESPONSES
Muy Poco	0.00% 0
Algo	0.00% 0
Lo Justo	66.67% 2
Bastante	33.33% 1
No Tengo Opinión	0.00% 0
<b>TOTAL</b>	<b>3</b>

#	¿POR QUÉ?	DATE
1	Looks very pretty, but you sort-of overdid it on the palm trees.	2/6/2018 11:24 AM



## Q12 ¿Qué tan bien arregla el Plan Maestro del ESB-MACC presentado hoy los problemas actuales y las futuras necesidades y preordindades sobre La Gran Entrada (Jardín de Arte y Cultura, Señalización, Acceso para Vehículos)?

Answered: 3 Skipped: 0

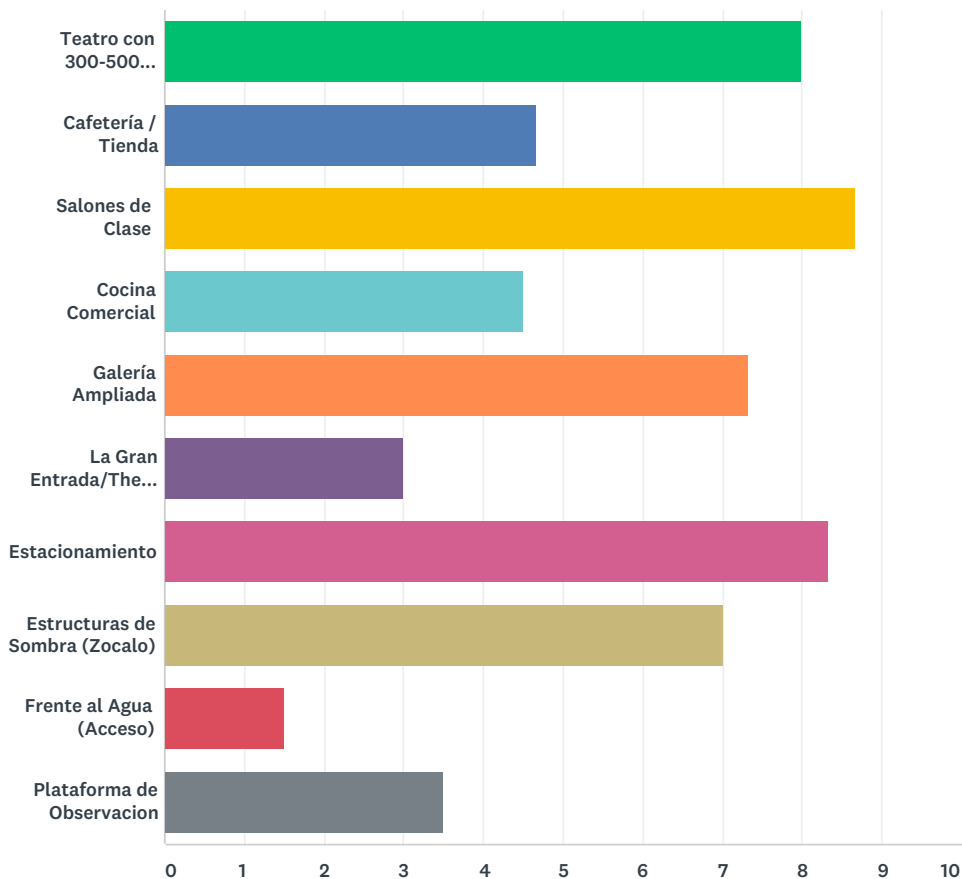


ANSWER CHOICES	RESPONSES
Muy Poco	0.00% 0
Algo	33.33% 1
Lo Justo	33.33% 1
Bastante	33.33% 1
No Tengo Opinión	0.00% 0
<b>TOTAL</b>	<b>3</b>

#	¿POR QUÉ?	DATE
1	Leave only one wall for art, two walls is too much.	2/6/2018 11:28 AM
2	The jardin de arte y cultura is disconnected with the MACC. I feel people will just of there and not really care.	2/6/2018 11:24 AM

**Q13 El financiamiento para la construcción del Plan Maestro del ESB-MACC aún no ha sido definido. Si la construcción fuera programada para ser completada en fases para poderse acoplar con el financiamiento, ¿a cuál de los elementos del Plan Maestro propuestos quisiera que se le diera prioridad para su construcción? POR FAVOR LISTE LOS ELEMENTOS POR PRIORIDAD DE 1 A 10. (El número 1 siendo el elemento más importante, y el 10 el menos)**

Answered: 3 Skipped: 0



	1	2	3	4	5	6	7	8	9	10	TOTAL	SC
Teatro con 300-500 Asientos	66.67% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	0.00% 0	3	
Cafetería / Tienda	0.00% 0	0.00% 0	0.00% 0	0.00% 0	66.67% 2	0.00% 0	0.00% 0	0.00% 0	33.33% 1	0.00% 0	3	
Salones de Clase	0.00% 0	66.67% 2	33.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3	
Cocina Comercial	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	0.00% 0	0.00% 0	0.00% 0	2	
Galería Ampliada	0.00% 0	33.33% 1	33.33% 1	0.00% 0	0.00% 0	33.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3	
La Gran Entrada/The Grand Entrance	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	0.00% 0	2	

Estacionamiento	33.33% 1	0.00% 0	33.33% 1	33.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3
Estructuras de Sombra (Zocalo)	0.00% 0	0.00% 0	0.00% 0	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	2
Frente al Agua (Acceso)	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	50.00% 1	50.00% 1	2
Plataforma de Observacion	0.00% 0	0.00% 0	0.00% 0	0.00% 0	50.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	50.00% 1	2

## Q14 ¿Cuál es tu nombre completo?

Answered: 3 Skipped: 0

#	RESPONSES	DATE
1	Mauricio Callejas	2/6/2018 11:28 AM
2	Anonymous	2/6/2018 11:24 AM
3	Esto debería de ser anónimo. Anjanette Gautier	2/2/2018 3:04 PM

## Q15 ¿Cuál es tu código postal?

Answered: 3 Skipped: 0

#	RESPONSES	DATE
1	78728	2/6/2018 11:28 AM
2	78728	2/6/2018 11:24 AM
3	97133	2/2/2018 3:04 PM

## **SITE/CIRCULATION**

- Remind positioning mural Wall at the Gran Entrada to border the alley property line in order to fully utilize the space.
- SAFE AND THOUGHTFUL SITE LIGHTING
- It will be a very good idea to meet with the architects for AISD that are building a State-of Heart, El School in E. Austin they are building this with pedagogical considerations in mind eg- classrooms made of glass with collapsible see thru walls in some spaces which is good for team teaching and research-based instructions practices. Like spaces where kids can work with moveable tables, sofas, reclining chairs, cushions- truly exquisite. The Academia Chauht that serves children from Sanchez, Mtz, Zavala, Perez & Houston El schools, it would be truly optimal to at this early stage have paralled designs for an efficient use of space, but also acc. to first 21st pedagogical standards.
- No longer didactic, T-led approaches. Yay!
- Edmund Oropez, Assoc AISD Superintendent is the head of the planning comittee that i also was a citizen member. Gracias Angela Valenzuela (512) 739-0078 [Valenz@austin.texas.edu](mailto:Valenz@austin.texas.edu)
- \*Plus- it all Works well with art spaces. 😊

## **WATERFRONT**

- Café right on trial draws people in!
- Las necesidades de las familias que dan vida a este lugar (MACC) son reales y existentes, luego que hay que compaginarlas con los proyectos.
- Los salones para las clases por favor que sean de acuerdo a las necesidades de las actividades que se impartan.
- La fase I todavía funciona bien; como queremos una fase II?
- Hacer funcionar la fase I para poder tener fe que la fase II pueda funcionar.

- Si podemos conjuntar a la Comunidad Latina (tomarla en cuenta) puesto que MACC es Mexico-Americano.
- Need to look at the Mexican-American Centers in San Antonio for a look at the theater sizes and program utilization. Mexican-American musicians should be isolated for their ideas on concert needs. Also, Mexican theater groups should be consulted.
- Staff: Need program manager with background/ depec. in Mexican American.
- Where will existing artista work/present during construction time?
- Los espacios deben de ser de acuerdo a las necesidades de los artistas y usuarios permanentes.
- Menos es mas; porque queremos hacer mas grande el MACC si en lo funcional no funciona. (fase 1)
- Pensar en el futuro; el ahora si esta bien (Instalaciones) el mañana será mejor.

### **HIKE/BIKE**

- Café on trial draws people in. Only other place on this side is Altas. We need more!
- Extend Snake trail to the dock.

### **SPACES/PROGRAMMING**

- I A: (I agree this draws people and generate funds) A “Café Teatro” should be included in phase II, connected to the kitchen, snacks, bar, etc.
- Programming should be at the top of planning always, remember the purpose of the MACC; to have a creator for Mexican-American cultural events year round.
- Before we spend millions of dollars for a bigger PINK ELEPHANT to be more underutilized, let’s bring in a better management to market it better.
- Necesitamos mas espacio para hablar y saber para quien es el espacio.

ESB-MACC

Master Plan Public Open House – Jan 20, 2018

Written Poster Comments

---

- Gallery needs natural light into certain areas. Office space
- Generously research room with computers and reference materials and a space to display Family trees.
- Q-Café- Who will be running the day-to-day operation?
- Where are the funds for the Café from? Will these dollars go to ESB-MACC benefit programs, etc...?
- Very important to provide an indoor stage for more presentations & productions in the Café Space and Incorporate infrastructure for a Mexican Bakery Shop with Café! (ovens, gas light, etc...)
- A Café Teatro. Concession Stand/ Café (it should also be part of the new theater. It could also be part of all events).

**ZOCALO/CAFÉ**

- Café counter part of the Black Box Expansion, Coffee/ Smoothies for Sale.
- Love the Idea of a Café. It will bring people together
- Good Idea include traditional mexican for drinks-tamarindo and other varieties, flavored water, café de olla, Mexican chocolate drinks.
- The Café should be another performance space to allow small shows to reach out to the public in an informal set.



**TAB 27-SOCIAL MEDIA POST EXAMPLES**

---



A **MÁSMACC**  
EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
2025 MASTER PLAN PROCESS

# A VISION FOR THE FUTURE

OF THE EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

Performing and visual artists, musicians, educators and students, civic leaders, partners and YOU guided the development of the design. Join us as we celebrate and review the draft master plan.



**JAN 20** Masmacc Public Open House #3

Public - Hosted by Austin Parks and Recreation Department and Emma S. Barrientos Mexican American Cultural Center

★ Interested ✓ Going

Saturday, January 20 at 10 AM - 12 PM  
 about 3 weeks ago

Emma S. Barrientos Mexican American Cultural Center [Show Map](#)  
 800 River St, Austin, Texas 78701

About Discussion

29 Went · 100 Interested  
 Share this event with your friends



Emma S. Barrientos Mexican American Cultural Center  
 shared Austin Parks and Recreation Department's event.  
 Leave a comment  
 January 3 · 🌐

Let's envision the future of the MACC together!

A **MÁSMACC**  
EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
2025 MASTER PLAN PROCESS

# A VISION FOR THE FUTURE

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**JAN 20** Masmacc Public Open House #3

Sat 10 AM - Emma S. Barrientos Mexican Amer...  
 Shared to AIA Austin Latinos in Architecture

Like Comment



Emma S. Barrientos Mexican American Cultural Center  
 shared Austin Parks and Recreation Department's event.  
 January 12 · 🌐

Come and help us make the ESB-MACC you want to see on January 20th!

A **MÁSMACC**  
EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
2025 MASTER PLAN PROCESS

# A VISION FOR THE FUTURE

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**JAN 20** Masmacc Public Open House #3

Sat 10 AM - Emma S. Barrientos Mexican Amer...  
 Shared to AIA Austin Latinos in Architecture

Like Comment



Emma S. Barrientos Mexican American Cultural Center  
 shared Austin Parks and Recreation Department's event.  
 January 19 at 5:25pm · 🌐

We will see you at MASMACC tomorrow January 20. Help us shape the future of the ESB-MACC!

A **MÁSMACC**  
EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
2025 MASTER PLAN PROCESS

# A VISION FOR THE FUTURE

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Sat 10 AM - Emma S. Barrientos Mexican Amer...  
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Like Comment

Emma S. Barrientos Mexican American Cultural Center shared Austin Parks and Recreation Department's event. January 17 at 11:42am · 🌐

**MÁSMACC needs your input with envisioning the future of the ESB-MACC! Come to the Open House on January 20th!**

**A MÁSMACC**  
MASTER PLAN PROCESS

**A VISION FOR THE FUTURE**

OF THE EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

Performing and visual artists, musicians, educators and students, civic leaders, partners and YOU guided the development of the design. Join us as we celebrate and review the draft master plan.

**JAN 20** **Masmacc Public Open House #3**  
Sat 10 AM - Emma S. Barrientos Mexican Amer...  
Shared to AIA Austin Latinos in Architecture

★ Interested

Like Comment

Kathy Vale Castillo January 31 at 3:30pm · 🌐

This was my last official #Másmacc Master Plan public event as the Mayor's representative on the ESB-MACC Advisory Board. It's been a... See more

**ESB-MACC Draft Master Plan Presented to Community**  
malch.mp

14

1 Comment 1 Share

Marina Islas · Arte es Vida Austin Latino Artists February 2 at 2:41pm · 🌐

Please take this survey!

**Emma S. Barrientos Mexican American Cultural Center's Post**  
Ayúdanos desarrollar una vision para el futuro del...

1

**A MÁSMACC**  
EL PROCESO DEL PLAN MAESTRO

**UNA VISIÓN HACIA EL FUTURO**

DEL CENTRO CULTURAL MEXICANO AMERICANO EMMA S. BARRIENTOS

Artistas intérpretes y visuales, músicos, educadores y estudiantes, líderes cívicos, socios y TU gularon el desarrollo del diseño. Únete a nosotros para celebrar y revisar el borrador del plan maestro.

**JAN 29** **Mas Macc - Reunión Abierta al Público**  
Public · Hosted by ProyectoTeatro and Emma S. Barrientos Mexican American Cultural Center

★ Interested ✓ Going

Monday, January 29 at 6 PM - 7 PM  
about 1 week ago

Emma S. Barrientos Mexican American Cultural Center  
800 River St, Austin, Texas 78701 [Show Map](#)

About Discussion

11 Went · 10 Interested  
Share this event with your friends

Emma S. Barrientos Mexican American Cultural Center February 2 at 12:45pm · 🌐

Ayúdanos desarrollar una vision para el futuro del ESB-MACC. Si tiene un momento, por favor complete esta encuesta de MÁSMACC.

Help us develop a vision for the future of the ESB-MACC. If you have time, please complete this MÁSMACC survey.  
<https://www.surveymonkey.com/r/BVZS378>

**MÁSMACC**  
EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
MASTER PLAN PROCESS

A new vision and Master Plan for the Emma S. Barrientos – Mexican American Cultural Center (ESB-MACC). Versión en Español:...

SURVEYMONKEY.COM

Like Comment Share

**Emma S. Barrientos Mexican American Cultural Center** shared **Kathy Vale Castillo's** post.  
June 20, 2017 · 🌐

Kathy Vale Castillo added 11 photos and a video — with Gilbert Cortez Rivera and 12 others.  
June 17, 2017 · 🌐

What a beautiful day here at the ESB-MACC!!  
Still time to join all of us!  
#MÁS MACC  
#CasaBellaArchitects  
#CULTURA

**A MÁS MACC**  
ESB MASTER PLAN PROCESS

**Save the Date**  
Public Open House  
Saturday October 7, 2017  
10am - 12pm  
(10:30 Presentation)  
600 River St., Austin, TX 78701

**The future of the**

**OCT 7** ESB MACC Master Plan- Public Open House  
Public · Hosted by Austin Parks and Recreation Department and Emma S. Barrientos Mexican American Cultural Center

✓ Going ▾

Saturday, October 7, 2017 at 10 AM - 12 PM  
about 4 months ago

Emma S. Barrientos Mexican American Cultural Center  
600 River St, Austin, Texas 78701 [Show Map](#)

About Discussion

**Emma S. Barrientos Mexican American Cultural Center**  
February 2 at 12:45pm · 🌐

Ayúdanos desarrollar una visión para el futuro del ESB-MACC. Si tiene un momento, por favor complete esta encuesta de MÁS MACC.

Help us develop a vision for the future of the ESB-MACC. If you have time, please complete this MÁS MACC survey.  
<https://www.surveymonkey.com/r/BVZS378>

A new vision and Master Plan for the Emma S. Barrientos – Mexican American Cultural Center (ESB-MACC). Versión en Español:...

SURVEYMONKEY.COM

Like Comment Share

**Austin Parks and Recreation Department**  
February 2 at 10:23am · 🌐

On January 20, 2018, the third and final public meeting was hosted by the City to present a final draft of the proposed Master Plan for the Emma... See more

A new vision and Master Plan for the Emma S. Barrientos – Mexican American Cultural Center...  
[www.surveymonkey.com](http://www.surveymonkey.com)

**ProyectoTeatro Austin**  
February 1 at 3:24pm · 🌐

Queremos agradecerles su presencia y apoyo para con las artes hispanohablantes y la comunidad latina de Austin ¡Se están viendo resultados!... See more

Spanish-speaking community wants greater say in MACC expansion  
[www.mystatesman.com](http://www.mystatesman.com)

17 8 Shares

**Ana Maciel**  
January 30 at 10:09am · 🌐

Great turnout and feedback from our spanish speaking community at our MÁS MACC master plan presentation last night at the Emma S. Barrientos Mexican American Cultural Center. A big THANK YOU to the lege...

20 2 Comments

# MÁSMACC

## EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER MASTER PLAN PROCESS

JUN 17

### Mexican American Cultural Center Public Meeting

Public · Hosted by Austin Parks and Recreation Department and CasaBella Architects

✓ Going ▾

⋮

⌚ Saturday, June 17, 2017 at 10 AM - 1 PM  
about 8 months ago

📍 Emma S. Barrientos Mexican American Cultural Center  
600 River St, Austin, Texas 78701 [Show Map](#)

About

Discussion

 **Kathy Vale Castillo** added 9 new photos — with Socorro Cha...  
January 27 at 10:02pm · Austin · 🌐

THIS! What the Emma S. Barrientos Mexican American Cultural Center was made to do — BRING gorgeous works of art by Latino artists to beautifully reflect our rich culture back to the community. A MUST SEE EXHIBIT — open to all, free of charge!...See more

👍👍 60 9 Comments 4 Shares

 **CasaBella Architects**  
January 31 at 1:58pm · 🌐

Proposed Master Plan for the expansion of Austin's Mexican American Cultural Center includes additional teaching, performance and gallery areas. #masmacc #esbmacc #austinarchitecture

👍👍

 **Kathy Vale Castillo** added 2 new photos — at Emma S. Bar...  
February 1 at 1:03pm · Austin · 🌐

So proud of these 2017 metrics for the City of Austin's Emma S. Barrientos Mexican American Cultural Center! The future is bright! #MÁSMACC #CulturalEquity

👍👍 10 1 Comment

JUN 17 **MACC Master Plan Process Open House**  
Public · Hosted by Austin Parks and Recreation Department

★ Interested ✓ Going ⋮

⌚ Saturday, June 17, 2017 at 10 AM - 1 PM  
about 8 months ago

📍 600 River St, Austin, TX 78701-4218, United States [Show Map](#)

About Discussion

13 Went · 54 Interested  
Share this event with your friends

 Emma S. Barrientos Mexican American Cultural Center added a new photo.  
June 8, 2017 · 🌐



**Dancers**  
**Students**  
**Civic Leaders**  
**Neighbors**  
**Art Lovers**  
**Film Enthusiasts**  
**Actors**  
**Musicians**  
**Poets**  
**and others**


Join the Community to help design a New Master Plan for the ESB-MACC, #MASMACCI

**June 17, 2017**  
**Open house 10am-1pm**  
**Presentation at 10:45am**  
**600 River St, Austin, TX 78701**  
[www.austintexas.gov/masmacc](http://www.austintexas.gov/masmacc)

**FREE Breakfast Tacos & Drinks**

**FAMILY FRIENDLY**

**SPANISH Interpretation will be provided**

 **Take the survey**  
[www.surveymonkey.com/v/esb-macc](http://www.surveymonkey.com/v/esb-macc)

👍 Like    💬 Comment    ➦ Share

 Emma S. Barrientos Mexican American Cultural Center shared Austin Parks and Recreation Department's event.  
January 17 at 11:42am · 🌐

MÁSMACC needs your input with envisioning the future of the ESB-MACCI! Come to the Open House on January 20th!



**A VISION FOR THE FUTURE**  
OF THE EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

Performing and visual artists, musicians, educators and students, civic leaders, partners and YOU guided the development of the design. Join us as we celebrate and review the draft master plan.

JAN 20 **Masmacc Public Open House #3**  
Sat 10 AM · Emma S. Barrientos Mexican Amer...  
Shared to AIA Austin Latinos in Architecture ★ Interested

👍 Like    💬 Comment





**ABOUT THE AUTHOR**

Chad Swiatecki is a 20-year journalist who relocated to Austin from his home state of Michigan in 2008. He most enjoys covering the intersection of arts, business and local/state politics. He has written for Rolling Stone, Spin, New York Daily News, Texas Monthly, Austin American-Statesman and

**Plans for MACC Renovation Underway**  
Concepts for redesign should be released in September

BY MARIA WENZEL, 7:13 AM, TUE JUN 20, 2017

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[write a letter](#)

After a year of planning, the city's Parks & Recreation Department and CasaBella Architects finally brought the public into discussions of efforts to reimagine the Emma S. Barrientos Mexican American Cultural Center, known as the MACC, with a public input meeting on Saturday (June 17).

The meeting marked the first step in a year-long redesign process. Both PARP and CasaBella hope to maintain the MACC's cultural and physical presence in the increasingly crowded Rainey Street Historic District.



**TODAY'S EVENTS**

**Industry Night: Space Education Show**  
The North Door

**TITO & TARANTULA**  
at Continental Club

**CONTEMPORARY COLOR**  
at AFB Cinema

MUSIC | FILM | ARTS | COMMUNITY

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  - Update to S&W app!
  - Lay Doc Answers
- All functions provided conditional on approval

**SUBSCRIBE**

**DEVELOPMENT**

**New master plan to pave the way for expansion**

Few could have imagined when the Emma S. Barrientos originally proposed in the late 1990s that the area around does in 2017. When the MACC was completed in 2007, Street residential area was rezoned to make way for the rise buildings that have taken over the area in the years

That change, along with classes and cultural offerings that attendance, have prompted local leaders to begin work. That plan is expected to be complete and presented to the foundation for an expected fundraising effort or bold ambitious expansion.

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**Return of the MACC: Austin's Mexican American Cultural Center may revamp, expand amid Rainey Street growth**



By Maria Abigay | 6:56 am June 14, 2017

**POPULAR**

**A third proposed mixed-use development, The Catalina, planned for old downtown Frisco**

**Federal budget includes \$90 billion in disaster relief**

# Ayuda a planear el futuro del ESB-MACC

News Staff - ¡Ahora Si!

1:08 p.m Wednesday, May 31, 2017 Filed in News



Centro Cultural Mexicano Americano Emma S. Barrientos

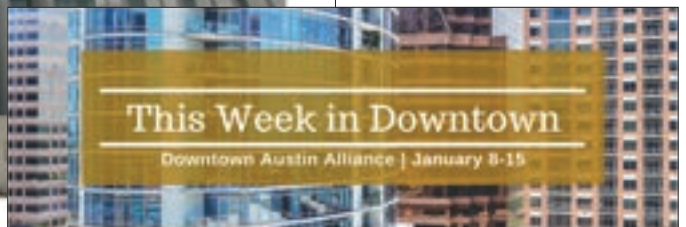
El Departamento de Parques y Recreación de Austin está desarrollando una nueva visión y plan maestro para el Centro Cultural Mexicano Americano Emma S. Barrientos y tendrá un evento inaugural abierto al público el sábado 17 de junio de 10 a.m. a 1 p.m.

El evento tomará lugar en el centro, 600 River St., e incluirá una presentación a las 10:45 a.m. El propósito es invitar comentarios del público que ayudarán a identificar cómo los edificios existentes y el sitio en general podría satisfacer las necesidades de las instalaciones actuales y cómo satisfacerlas en un futuro. Habrá interpretación en español, tacos para el desayuno y actividades para los niños.

El plan maestro original fue trazado en 2000 por CasaBella Architects y su asociación con el reconocido arquitecto mexicano Teodoro González de León, para tres fases de desarrollo y proporcionó dibujos detallados y completó la pr

También puedes dar tu opinión por escrito en <https://www.surveymonkey.com/>

Walgreen  
prefer  
new  
pharmac  
many p  
*Walgreens*



Upcoming Events

Street Closures

Downtown Facts

See the Proposed Master Plan for the Mexican American Cultural Center

A **MÁS**MACC  
THE MASTER PLAN PROCESS

A VISION  
FOR THE FUTURE

OF THE EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER



The City of **Austin** Parks and Recreation Department is developing a new vision and Master Plan for the ESB-MACC. Thousands of comments were collected in 2017 through an online survey, public meetings, and focus group on how the site should evolve to meet the community's growing needs. On January 20, the community is invited to an open house including a presentation on the proposed master plan prepared by the CasaBella architectural team. Input received at this meeting will be considered for the final design revision before it's presented city council in 2018.

Enjoy free coffee and breakfast at this family-friendly event! Spanish interpretation will be provided. You can sign up for project updates [here](#).

LEARN MORE



## TAB 29-E-BLAST EXAMPLES

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## Don't Miss It!

ESB-MACC Master Plan Event this Saturday 10am-1pm  
Let's talk about the future Master Plan for the ESB-MACC Center

**Saturday June 17 - Public Open House 10a-1p**

10:45am CasaBella Architects Presentation  
Music / Breakfast Tacos / Kids Activities

*#MASMACC*

Take the Survey Now!

<https://www.surveymonkey.com/r/esb-macc>



**¡No se lo pierdan!**

El Evento del Plan Maestro del ESB-MACC es este sábado.  
Hablemos del futuro Plan Maestro para el Centro Cultural Mexicano  
Americano Emma S. Barrientos

**Sábado 17 de junio**

Reunión Abierta al Público 10am - 1pm  
10:45 am Presentación de los Arquitectos de CasaBella  
Música / Tacos de desayuno / Actividades para niños

*#MASMACC*

¡Completa la encuesta ahora!

<https://es.surveymonkey.com/esb-macc-esg>

Use this area to offer a short preview of your email's content.

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Let's talk about the future [Master Plan](#) for the Emma S. Barrientos Mexican American Center ([ESB-MACC](#)).

**Saturday June 17 - Public Open House 10a-1p**  
10:45am CasaBella Architects Presentation  
Music / Breakfast Tacos / Kids Activities  
**#MASMACC**

In Sept. 2007, early visionaries, community leaders, and artists gathered for a ribbon cutting ceremony that not only celebrated a dream come true for the Mexican American community, but gifted Austin with a valued treasure that has enriched our city.

It's been nearly 10 years since the ESB-MACC opened its doors to the community. The original Master Plan for the MACC was created with the intention to design and build three phases of development. It has since changed, including the expansion of cultural programming, the designation as parkland by the City of Austin, and the changes in surrounding developments which include high-rise condominiums, hotels and eateries/bars on Rainey Street.

All of these major factors have provided an opportunity for you to help us update the Master Plan to reflect the current and future program needs of the community.

We need your vision for the future growth of the center. Collaborate with your community and share your views with the architectural team on how we can evolve and meet today and tomorrow's needs for our community.

[Take the Survey Now!](#)



Hablemos del futuro [Plan Maestro](#) para el Centro Cultural Mexicano Americano Emma S. Barrientos ([ESB-MACC](#)).

**Sábado 17 de junio – Reunión Abierta al Público 10am - 1pm**  
10:45 am Presentación de los Arquitectos de CasaBella  
Música / Tacos de desayuno / Actividades para niños  
**#MASMACC**

En septiembre de 2007, visionarios, líderes comunitarios y artistas se reunieron para una ceremonia de inauguración que no sólo celebraba un sueño hecho realidad para la comunidad mexicano americana, sino que entregó a Austin un valioso tesoro que ha enriquecido nuestra ciudad.

Han pasado casi 10 años desde que el ESB-MACC abrió sus puertas a la comunidad. El Plan Maestro original para el MACC fue creado en el 2000 con la intención de diseñar y construir tres fases de desarrollo. Muchas cosas han cambiado desde entonces, incluyendo la expansión de la programación cultural, su designación como parque por la Ciudad de Austin, y los cambios en los desarrollos vecinos que incluyen altos condominios, hoteles y vibrantes restaurantes y bares en la calle Rainey.

Todos estos importantes factores han proporcionado una oportunidad para que nos ayudes a desarrollar un nuevo Plan Maestro que refleje las necesidades de programación actuales y futuras de nuestra comunidad.

Necesitamos tu visión para el crecimiento futuro del centro. Colabora con tu comunidad y el equipo de arquitectos, compartiendo tus ideas sobre cómo el ESB-MACC debe evolucionar y satisfacer las necesidades actuales y futuras de nuestra comunidad.

[¡Completa la encuesta!](#)

## Invitation Reminder: What's your vision for the ESB-MACC?

1

**Sebastian Puente** <spuente@cultural-strategies.com>  
To: mayala@wallercreek.org  
Cc: "McKnight, Kim" <Kim.McKnight@austintexas.gov>

Tue, Jun 20, 2017 at 11:44 AM

Hi Melissa. Following up from Kim's email. Please feel free to share it with John.



### What's your vision for the ESB-MACC?

Dear Melissa,

We're inviting Planning Partners to help us design a New Master Plan for the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC). The City of Austin Parks and Recreation Department would like for you to be a part of a focused conversation led by CasaBella Architects to help create a new vision for the Center that meets the community's current and future needs. This small-group discussion will explore the expansion of existing or new buildings, new facilities, new shade structures, parking, landscaping and the potential redesign of the Plaza.

**Tuesday, June 20, 6:00 – 8:00 p.m.**

ESB-MACC | Conference Room (2nd Floor)  
600 River St, Austin, TX 78701

<http://www.austintexas.gov/masmacc>

TAKE THE SURVEY

COMPLETA LA ENCUESTA

We value your input and hope you can join us for this discussion.

Thanks,  
Kim McKnight  
*Austin Parks and Recreation Department*

[En Español](#)[View this email in your browser](#)

**The future of the ESB-MACC is in your hands.**

**Come learn how your thoughts and desires are shaping the direction of a new Master Plan.**

---

**Public Open House**

Saturday October 7, 2017

10am - 12pm

*(10:30am Presentation)*

**Emma S. Barrientos - Mexican American Cultural Center**

600 River St, Austin, TX 78701

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The City of Austin's Parks and Recreation Department (PARD) is developing a new vision and Master Plan for the Emma S. Barrientos –Mexican American Cultural Center (ESB-MACC).

PARD received thousands of comments from the online survey, the June public meeting, and several focus groups. These comments are assisting staff and the CasaBella architectural team in directing how the ESB-MACC should evolve in an effort to meet the community's growing needs.

The community has expressed what they love about the ESB-MACC; what they

feel isn't working; made PARD aware of the challenges that exist in performance spaces, and have also shown how new shade structures in the Zocalo would help improve its current use. The community has also provided feedback and ideas on how the ESB-MACC might be able to further enhance its relationship to the Lady Bird Lake/Butler Trail and Waller Creek.

Please join us on October 7, 2017 at 10:00AM to view a presentation by the CasaBella architectural team that includes the community's feedback and public input, and has helped guide the current design concept. We look forward to visiting with you and have you share more ideas as we move forward in refining the ESB-MACC Master Plan.

### **Next Steps**

The City will hold a Public Open House meeting on October 7, 2017 where the CasaBella Architects design team will present design concepts for the ESB-MACC Master Plan. This meeting will give everyone an opportunity to review and provide feedback. CasaBella will review the feedback from this event to update and refine their presentation for the final Public Meeting in December 2017. Any additional revisions will be included in a final design presentation for Boards and Commissions in early 2018.

***Thank you for helping make the ESB-MACC a vibrant cultural treasure that continues to enrich our city and community.***





## **Nuevo Plan Maestro del ESB-MACC**

**Reunión abierta al público este 7 de octubre**

**El futuro del ESB-MACC está en tus manos.**

**Ven a ver cómo tus ideas y deseos le están dando forma a la dirección que tomará el nuevo Plan Maestro.**

---

### **Reunión Abierta al Público**

Sábado 7 de octubre del 2017

10 am – 12 pm

*(Presentación a las 10:30)*

**Centro Cultural Mexicano Americano Emma S. Barrientos**

600 River St, Austin, TX 78701

---

El Departamento de Parques y Recreación de la Ciudad de Austin (PARD, por sus siglas en inglés) está desarrollando una nueva visión y Plan Maestro para el Centro Cultural Mexicano Americano Emma S. Barrientos (ESB-MACC, por sus siglas en inglés).

El PARD ha recibido miles de comentarios de la encuesta en línea, la reunión abierta al público llevada a cabo en junio, y varios grupos de discusión. Estos comentarios han ayudado a nuestro personal y al equipo de arquitectos de CasaBella a dirigir cómo debe evolucionar el ESB-MACC en su esfuerzo por reflejar las crecientes necesidades de la comunidad.

La comunidad ha expresado lo que le gusta del ESB-MACC; lo que siente que no está funcionando; le ha hecho ver al PARD los desafíos que existen en cuanto a espacios para artes interpretativas, y también le ha demostrado cómo nuevas estructuras con sombra podrían mejorar el uso actual de El Zócalo. La comunidad también ha proporcionado comentarios e ideas de cómo se podría mejorar aún más el acceso al ESB-MACC a través de Lady Bird Lake/Butler Trail y Waller Creek.

Por favor acompáñanos el 7 de octubre del 2017 a las 10:00 am para ver una presentación preparada por el equipo de arquitectos de CasaBella, incluyendo los comentarios y opiniones de la comunidad que han ayudado a guiar el concepto del diseño actual. Esperamos poder compartir tiempo contigo y obtener más comentarios tuyos que nos puedan ayudar a seguir avanzando en el perfeccionamiento del Plan Maestro del ESB-MACC.

### **Siguientes pasos**

La ciudad llevará a cabo una Reunión Abierta al Público el 7 de octubre del 2017, donde el equipo de diseño de la firma CasaBella Architects presentará los conceptos de diseño del Plan Maestro del ESB-MACC. Esta reunión le dará la oportunidad a todas las personas para revisar y compartir sus comentarios. CasaBella revisará la información compartida en este evento para actualizar y refinar su presentación para la Reunión Pública final de diciembre de este año. Cualquier revisión adicional será incluida en la presentación final del diseño que se hará ante Juntas Directivas y Comisiones a principios del 2018.



***Gracias por ayudar a hacer el ESB-MACC un tesoro cultural vibrante que continúa enriqueciendo a nuestra ciudad y a nuestra comunidad.***

**Project Contacts:**

Kim McKnight

Project Coordinator

Austin Parks and Recreation  
Department

[\(512\) 974-9478](tel:(512)974-9478) Office

[MASMACC@austintexas.gov](mailto:MASMACC@austintexas.gov)

[www.austintexas.gov/parks](http://www.austintexas.gov/parks)

[www.austintexas.gov/MASMACC](http://www.austintexas.gov/MASMACC)

Cara Jane Welch

Public Information Specialist

Community Engagement

Austin Parks and Recreation  
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[www.austintexas.gov/MASMACC](http://www.austintexas.gov/MASMACC)



**Emma S. Barrientos**

**Mexican American  
Cultural Center**

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**Our mailing address is:**

City of Austin

Parks and Recreation Department

600 River Street

Austin, Texas 78701

## #MASMACC - Small Group Meeting Invitation Reminder

15 messages

Kim McKnight <masmacc@austintexas.gov>  
Reply-To: masmacc@austintexas.gov  
To:



### We need your input!

Dear ,

The City of Austin Parks and Recreation Department would like for you to be a part of a **focused conversation** led by CasaBella Architects to help **provide input** on the [New Master Plan design concepts](#) for the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC).

These small-group discussions are intended to complement the input received by the community at the October 7 public meeting. It's an opportunity for you as a member of the **Latino cultural arts community** to learn more about the proposed expansion of existing or new buildings, new facilities, new shade structures, parking, landscaping and the addition of a new theater.

We've scheduled four group meeting times to accommodate your schedule. Please select **one** and confirm your participation by submitting the RSVP form.

RSVP **Wednesday, Nov. 29 | 11:30a - 1pm**  
ESB-MACC - Conference Room  
[600 River St, Austin, 78701](#)

RSVP **Thursday, Nov. 30 | 6:30 - 8pm**  
ESB-MACC - Conference Room  
[600 River St, Austin, 78701](#)

RVSP **Friday, Dec. 1 | 1pm - 2pm**  
ZACH Theater  
[202 South Lamar Austin, 78704](#)

RSVP **Monday, Dec. 4 | 6:30 - 8pm**  
Montopolis Recreation Center  
[1200 Montopolis Dr. Austin, 78741](#)

You can learn about the 12-month ESB-MACC Master Plan process by visiting the [project website](#). You'll find several downloadable files that include presentations from the June 17 and October 7 Public Meetings as well as links to our [current survey](#).

We value your input and hope you can join us for this discussion.

Thanks,  
Kim McKnight  
Austin Parks and Recreation Department

[Unsubscribe](#)

Comadre  
noreply@yahoogroups.com>  
Reply-To: Comadre  
To: lc-other@yahoogroups.com

Wed, Jan 17, 2018 at 10:32  
AM



## #MASMACC: A vision towards the future

Come see how you've shaped the New Master Plan for the ESB-MACC.

Public Open House  
Saturday January 20, 2018  
10am - 12pm  
(10:30am Presentation)  
Emma S. Barrientos - Mexican American Cultural Center (ESB-MACC)  
600 River St, Austin, TX 78701

We're excited to invite you to a public meeting to view the proposed [Master Plan](#) and celebrate the future of ESB-MACC. Your participation in this process has helped further a legacy established in 2000 by early visionaries, community leaders, and artists. The ESB-MACC has been a dream come true for the Mexican American and Latinx community that continues to enrich our city with cultural arts and programming.

In May of 2017, the City of Austin's Parks and Recreation Department (PARC) began a conversation with the community to develop a New Master Plan designed to meet current and future programming needs of the community. Led by CasaBella Architects, this nine-month process engaged many civic leaders, visual and performing artists, cultural and educational groups to explore big ideas, ask tough questions, and set priorities.

These discussions provided the architectural team with feedback and public input used to develop a set of design concepts presented during a public meeting in October 2017. A series of four focus groups with visual and performing artists in November provided further insights and guidance on a final plan.

This third and final public meeting on January 20, 2018 will allow the community to review the proposed Master Plan. Comments received at the meeting will be considered for the final design revision before it's presented to Boards, Commissions and Council in early 2018.

### Website

Contact: Kim McKnight | Austin Parks & Recreation Department | [\(512\) 974-9478](tel:5129749478) | [MASMACC@austintexas.gov](mailto:MASMACC@austintexas.gov)

---

## #MASMACC: Una visión hacia el futuro

Ven a ver cómo tu contribución ayudó a formar el Nuevo Plan Maestro para el ESB-MACC.

Reunión Abierta al Público  
Sábado 20 de enero del 2018  
10am - 12pm  
(Presentación a las 10:30am)

Centro Cultural Mexicano Americano Emma S. Barrientos - (ESB-MACC, por sus siglas en inglés)  
600 River St, Austin, TX 78701

Nos complace invitarte a una reunión abierta al público para ver el propuesto [Plan Maestro](#) y celebrar el futuro del ESB-MACC. Tu participación en este proceso ha ayudado a ampliar el legado establecido en el 2000 por los primeros visionarios, líderes comunitarios y artistas.. El ESB-MACC ha sido un sueño hecho realidad para la comunidad mexicana americana y latina que continúa enriqueciendo nuestra ciudad con artes y programación cultural.

En mayo del 2017, el Departamento de Parques y Recreación de la Ciudad de Austin (PARC, por sus siglas en inglés) comenzó una conversación con la comunidad para desarrollar un Nuevo Plan Maestro diseñado para satisfacer las necesidades de programación actuales y futuras de la comunidad. Dirigido por CasaBella Architects, este proceso de nueve meses de duración involucró a muchos líderes cívicos, artistas visuales y escénicos, y grupos



[En Español](#)[View this email in your browser](#)

## #MASMACC: A vision towards the future

---

Come see how you've shaped the New Master Plan for the ESB-MACC.

Public Open House

Saturday January 20, 2018

10am - 12pm

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Emma S. Barrientos - Mexican American Cultural Center (ESB-MACC)

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---

**Resources:**

**[Open House Community Meeting #1](#)**  
**[Saturday, June 17th, 10am-1:00pm](#)**

View Meeting Boards:

- [La Gran Entrada](#)
- [Performance and Gallery](#)
- [La Plaza \(El Zocalo\)](#)
- [Waterfront](#)
- [Additional Space](#)
- [Circulation](#)

[View Meeting Presentation](#)

[View Meeting Handout](#)

**[Open House Community Meeting #2](#)**  
**[Saturday, October 7th, 10am-12pm](#)**

[View Meeting Presentation](#)

[View Meeting Handout](#)

[Background and Fact Sheet](#)

[Información en español](#)

[ESB MACC Site](#)

[History of the ESB MACC](#)



## **#MASMACC: Una visión hacia el futuro**

Ven a ver cómo tu contribución ayudó a formar el Nuevo Plan Maestro para el ESB-MACC.

Reunión Abierta al Público  
Sábado 20 de enero del 2018  
10am - 12pm  
(Presentación a las 10:30am)

Centro Cultural Mexicano Americano Emma S. Barrientos - (ESB-MACC, por sus siglas en inglés)  
600 River St, Austin, TX 78701

Nos complace invitarte a una reunión abierta al público para ver el propuesto Plan Maestro y celebrar el futuro del ESB-MACC. Tu participación en este proceso ha ayudado a ampliar el legado establecido en el 2000 por los primeros visionarios, líderes comunitarios y artistas. El ESB-MACC ha sido un sueño hecho realidad para la comunidad mexicana americana y latina que continúa enriqueciendo nuestra ciudad con artes y programación cultural.

En mayo del 2017, el Departamento de Parques y Recreación de la Ciudad de Austin (PARD, por sus siglas en inglés) comenzó una conversación con la comunidad para desarrollar un Nuevo Plan Maestro diseñado para satisfacer las necesidades de programación actuales y futuras de la comunidad. Dirigido por CasaBella Architects, este proceso de nueve meses de duración involucró a muchos líderes cívicos, artistas visuales y escénicos, y grupos culturales y educativos para explorar ideas grandes, hacer preguntas difíciles y establecer prioridades.

Estas discusiones proporcionaron al equipo de arquitectura la retroalimentación e información pública que utilizaron para desarrollar un conjunto de conceptos de diseño presentados durante una reunión abierta al público en octubre del 2017. Una serie de cuatro grupos de discusión con artistas visuales y escénicos durante el mes noviembre proporcionó más información y orientación para un plan final.

Esta tercera y última reunión pública el 20 de enero del 2018 permitirá a la comunidad revisar el Plan Maestro propuesto. Los comentarios recibidos durante esta reunión se serán considerados durante la revisión final del diseño antes de su presentación ante Juntas Directivas y Comisiones a principios del 2018.

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Recursos:

[Reunión Abierta al Público](#)

[Sabado el 17 de junio, 10am-1:00pm](#)

**Ver Paneles de La Reunión:**

- [La Gran Entrada](#)
- [Presentaciones y la Galería](#)
- [La Plaza](#)
- [Frente al Agua](#)

- [Espacios Adicionales](#)
- [Circulación \(Acceso\)](#)

[Ver Presentación de la Reunión](#)

[Ver Volante del Evento](#)

[Reunión Abierta al Público #2](#)

[Sabado el 7 de octubre, 10am-12:00pm](#)

[Ver Presentación de la Reunión](#)

**Project Contacts:**

[Ver Volante del Evento](#)

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Emma S. Barrientos

Mexican American  
Cultural Center

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**EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER MASTER PLAN**

The City of Austin Parks and Recreation Department is developing a new vision and Master Plan for the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC). This process has sought public input on programming that might direct the expansion of existing or new buildings, new facilities, new plaza structures, paving, landscaping and the potential redesign of the Plaza.

**TOP CONTENT**

- Barton Springs Pool
- Parks & Splash Pools
- Zilker Metropolitan Park
- Austin Nature & Science Center
- Out 47X



**A M Á S M A C C**  
EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
MASTER PLAN PROCESS

The City of Austin Parks and Recreation Department is developing a new vision and Master Plan for the ESB-MACC. The 12-month process is being led by Castañeda Architects and a team of consultants whose goal is to prepare design options that meet the current and future needs of the center. Additional site plan elements will include design options for public access to education, the "Great Entrance" or entrance to the complex, its relationship to the neighborhood at Lady Bird Lake and Water Creek, and to the neighboring commercial and residential properties.

Get involved and make sure your voice on the future of the ESB-MACC are heard.

800-874-4772

Mon - Thurs 10am to 5pm

Friday 9am to 5:30pm

Saturday 10am to 5pm

500 Reed St  
Austin, TX 78701

PARADEL PAVES  
AVAILABLE IN MAIN OFFICE

METERS STREET  
PARKING

**Phase 1 Public Input**

Public input on the project began at stakeholder group discussions with community members and ESB-MACC staff partners such as the Water Center at three public open houses that participants an overview of the project, ideas directly with community members encouraged participants to complete a card, fill out the public hearing

**Open House Community 10am-1:00pm**

- La Gran Entrada
- Performance and Gallery
- La Plaza (Ed. Exterior)
- Main Plaza
- Additional Spaces
- Circulation
- New Viewing Presentation
- New Viewing Platform

**Phase 2 Public Input**

On October 7, 2017, the City hosted Castañeda design team to present a input received from the community, art performance and visual artists, feedback on how well the proposed the future. The public feedback and possible elements of the design are being the first and the public can

- Department Home
- Emma S. Barrientos Mexican American Cultural Center Master Plan
- Programs



**PLAN MAESTRO DE CENTRO CULTURAL MEXICANO AMERICANO EMMA S. BARRIENTOS**

**A M Á S M A C C**  
EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER  
PROCESO DEL PLAN MAESTRO

El Departamento de Parques y Recreación de la Ciudad de Austin está desarrollando una nueva visión y Plan Maestro para el Centro Cultural Mexicano Americano Emma S. Barrientos (ESB-MACC, por sus siglas en inglés). El proceso busca comprender las peticiones de la programación que podría dirigir la expansión de nuevas y existentes edificios, nuevas instalaciones, nuevas estructuras de soporte, estacionamientos, paisajismo, y potencialmente un rediseño de La Plaza. El proceso de una manera de asegurar está siendo liderado por la firma de arquitectura Castañeda Architects y un equipo de consultores, con la meta de preparar opciones de diseño que cumplen con las necesidades actuales y futuras del centro. Algunos elementos adicionales del plan incluyen opciones de diseño para el acceso y circulación del transporte, la Gran Entrada (o sea el ingreso al complejo), y la relación del mismo con los ruidos de Lady Bird Lake y Water Creek, y con las propiedades comerciales y residenciales a su alrededor.

Invítate y asegure que tus puntos de vista sean tomados en cuenta en el futuro ESB-MACC.

**Comentarios del Público – Fase I**

Los comentarios del público se iniciaron a través de un foro de mayo del 2017, después de que el equipo llevó a cabo cuatro pequeñas discusiones de grupo con personas interesadas y la Junta Directiva del MACC, aplicando respuestas de la Junta Directiva, artículos, informes de la comunidad, y personal del ESB-MACC. Luego se llevaron a cabo tres sesiones adicionales con socios tales como Water Creek Conservancy y The Trail Foundation. La primera de las reuniones públicas se llevó a cabo el 17 de junio y se proporcionó a los participantes información general del proyecto y una oportunidad para discutir los comentarios de respuesta que definen programas con representantes del equipo de diseño de Castañeda. Durante esta fase de input a los participantes a completar una encuesta anónima disponible en línea o en forma impresa. Se puede descargar una lista de los materiales de la reunión pública aquí:

**Reunión Abierta al Público, Sábado el 17 de junio, 10am-1:00pm**

- La Gran Entrada
- Presentaciones y la Galería
- La Plaza
- Frente al Agua
- Espacios Subterráneos
- Circulación (Movimiento)
- Ver Presentación de la Reunión
- Ver Informe del Centro

**Comentarios del Público – Fase II**

El 7 de octubre del 2017, la Ciudad llevó a cabo una segunda reunión pública junto con el equipo de diseño de Castañeda, para presentar una serie de opciones de diseño que respondían a los comentarios recibidos de parte de la comunidad. Se llevaron a cabo cuatro nuevas sesiones de discusión adicionales con grupos diversos e interesados, miembros de la comunidad, y grupos culturales, para recibir comentarios específicos acerca de cómo cumplir los conceptos de diseño presentados los diseños y necesidades del futuro. Los comentarios recibidos del público en esta oportunidad se aplicaron a Castañeda a corto plazo y cambios elementales de diseño y preparar las recomendaciones finales para presentar en la tercera y última reunión pública durante la Fase II. Se puede descargar una lista de los materiales de la reunión pública aquí:

**Reunión Abierta al Público #2, Sábado el 7 de octubre, 10am-12:00pm**

TAB 30-PHOTOS

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# PHOTOS

## **Site Tour**

<https://flic.kr/s/aHsmgcJYDr>

## **Focus Groups**

<https://flic.kr/s/aHsmbALisf>

## **June 17, 2017 Public Open House Meeting**

<https://flic.kr/s/aHsmf31tMU>

## **October 7, 2017 Public Open House Meeting**

<https://flic.kr/s/aHsmdxqXBT>

## **Jan 20, 2018 Public Open House Meeting**

<https://flic.kr/s/aHsmbAZGHh>