

Community Engagement Plan Outline



Project Name: Emma S. Barrientos Mexican American Cultural Center Phase 2 Improvements

Project Phase: Design

Brief Description

The Emma S. Barrientos Mexican American Cultural Center (ESB-MACC), Phase 2 Improvements Project, as prescribed in the Council-approved ESB-MACC Más MACC Master Plan 2018 (2018 Plan) is in the preliminary stage of developing the Building Design, which will be based on the 2018 Plan and Building Program. The project includes renovation of existing support and performance spaces, expansion of the building on both levels, and site improvements.

As identified during the Building Program stage, the Design Phase engagement efforts will focus on consulting with key stakeholders and listening to community input.

Project Resources and Funding

Council awarded \$27 million in the 2018 GO Bond in addition to funds from a previous bond. These funds will be used to address renovation needs as well as some facility expansion. Unfortunately, the funds are not enough to implement the full 2018 Plan, which has an estimated cost \$42 million.

Project Purpose

The Community Engagement Plan builds on the extensive work of the ESB-MACC Master Planning community engagement efforts from 2017-2018. This Community Engagement Plan outlines the continuing efforts in forging a strong relationship with community members and providing an exchange of information in an accessible and equitable manner through the Design Phase of the project while honoring the work that had been previously done by the community.

The City of Austin staff will guide engagement with a team comprised of PARD, Public Works, and CPIO Community Engagement with support from the ESB-MACC staff. Utilizing their expertise will allow consistent connection to community members as well as to maximize the project funds for the building.

Scope of the Project and Scope of Community Engagement

The scope of this engagement plan will focus on the Building Design phase, which includes Design Schematics and Design Development. This step is anticipated to begin in Spring 2021 and continue to the Fall of 2021. The Design phase includes schematic presentations or conceptual renderings of proposed building and site improvements. Proposed schematic designs will be based on information in the 2018 Plan and refined in the 2021 Building Program stage. Proposed building schematic designs will be presented in various formats to community members, allowing community members to provide comments for the Project Team to consider. Once the proposed schematic designs are approved by the City of Austin, community engagement will transition to primarily inform the community of progress.

Decision Makers and How Decisions Will Be Made

The Building Program book is a document that will guide schematic design by providing detailed descriptions of the spaces and selected performance criteria for all aspects of this project phase. The Building Program book will help with the development of Schematic Design which are conceptual ideas to be reported by the

Project Team and approved by the PARD Director to move forward in the completion of the Design Phase. Community feedback will inform the final report to the director. The ESB-MACC Advisory Board will be a key stakeholder that will be consulted prior to the end of the Design Development. Approval by City Council is not required unless the project deviates from the previously approved 2018 Plan.

Level of Engagement and Promise to the Community

In addition to the [City of Austin Public Participation Principles](#), the City of Austin follows the guidance of the [International Association of Public Participation](#) in determining levels of public participation and how to maximize the impact of community voices within the project parameters.

Level of Engagement: *Consult and Inform*

Promise to the Public

Under the *consult* level of engagement, the Project Team will keep community members informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.

Participation Goal

The Project Team will seek to get feedback from community members on the design proposed for new building elements identified in the Building Program book. During the Building Programming phase, and building on what was done from 2017-2018, significant efforts will be made to hear from key stakeholders identified below. Once the Design Schematics are finalized and project moves into Design Development, the Project Team will focus on sharing information with the community regarding updates on progress toward construction, and estimated completion.

Participation Objectives

- Provide information to community on how the schematic design was created and provide a rationale for these choices.
- Obtain community input on the schematic designs proposed by Project Team.
- Share the final design with a clear description of the rationale and how the public input from 2018 and 2021 was used to influence the decision.
- Provide ongoing updates through the design process and completion.

Project Team

The following roles and personnel make the Project Team.

Parks and Recreation Department Roles and Responsibilities

PARD Project Coordinator and Project Liaison: Christina Bies

- Represent PARD as project sponsor and subject matter experts (SME) on the specifications of the project.
- Provide technical expertise for the facility.
- Act as a liaison between PARD staff members.
- Deliver the best possible Phase 2 Implementation.
- Coordinate with Public Works Department Program Manager to ensure timeliness of process.

PARD Community Engagement: Justin Schneider

- Provide guidance and timely dissemination of information to community members about upcoming engagement opportunities.

- Support outreach efforts of ESB-MACC staff.
- Inform media outlets of opportunities for community engagement.

PARD Museums and Cultural Programs Staff: Laura Esparza, Division Manager; Michelle Rojas, ESB-MACC Culture and Arts Education Manager; Olivia Tamzarian, ESB-MACC Culture and Arts Program Supervisor

- Identify key stakeholders.
- Develop key stakeholder group lists and contact information.
- Share messages and opportunities with ESB-MACC participants.

Public Works Department (PWD) Roles and Responsibilities

PWD Architectural Project Management Division manages the planning, design and construction process and is ultimately responsible for the success of the capital improvement project.

PWD Capital Delivery Project Manager: Heidi Tse

- Represents the owner.
- Work collaboratively with the internal and external Project Team members.
- Manage the project timeline and Design Team efforts.
- Oversee and manages all project teams (PWD Project Team/Sponsor Project Team /Design Team & the Construction Manager Team) to successfully execute the contract.

PWD Project Assistant: Chad Lewallen

Primary role is to support PWD Project Manager by executing tasks, attending meetings, and planning work packages as deemed necessary.

PWD Public Information Specialist: Elizabeth Ferrer

- Provide additional community engagement and support for outreach of project information and engagement opportunities.
- Will be leading the Communication Task Force team

CPIO Community Engagement

Manager: Marion Sanchez

Consultant: Cara Welch

Provide additional community engagement support outreach and engagement.

Design Consultant Team (Joint Venture or “JV”) and Construction Manager at Risk (CMAR)

The Design Team is a joint venture (JV) between Miró Rivera Architects (Austin) and Tatiana Bilbao Estudio (Mexico City). The Construction Manager at Risk (CMAR), Rogers O’Brien Construction, is on board to provide pre-construction services.

- **Miró Rivera Architects:** Miguel Rivera, Project Manager
- **Tatiana Bilbao Estudio:** Elsa Ponce, Project Manager
- **Rogers O’Brien Construction:** Construction Manager at Risk, Alan Codina, Pre-Construction Manager

Community Engagement Techniques and Events

Due to COVID-19 restrictions, community engagement opportunities are restricted to online activities. For individuals without access to digital platforms, Austin 3-1-1 will be available for calling. Key stakeholder meetings will also have a call-in option.

During the initial step of identifying the Building Programming based on the 2018 Plan, the Project Team will host small group discussions with key stakeholders and provide a recorded presentation with an opportunity for community members to provide feedback.

Engagement Activities

Engagement activities will include the following:

Schematic Design

- **Community Presentation and Listening Session (Community Meeting)**
 - Opportunity for Project Team to present proposed schematics to community for questions and feedback. The JV will present the Building Program and how community feedback influenced decisions, present the proposed building schematics with an explanation of how community input influenced the design, and then participate in a discussion.
 - Introduction of Art in Public Places (AIPP) opportunity.
 - Key Stakeholders will be invited to this meeting.
- **ESB-MACC Community Communications Group**
 - This body will be a fixed number of individuals convened to provide comments and insights to the Project Team. Additional information can be found at the end of this document.
- **Online Feedback on Proposed Design Schematics**
 - Presentation posted online for additional comments in the form of feedback opportunities Austin 3-1-1.

Design Development

- **Design Presentation and Q&A Session**
 - Opportunity for Project Team to present the final design to community for questions and feedback. The JV will present the final building design for Phase 2 and how community feedback influenced decisions, and then respond to questions.
- **ESB-MACC Community Communications Group**
 - This body will be a fixed number of individuals convened to provide advice and insights to the Project Team. Additional information can be found at the end of this document.

Additional Presentations

- **ESB-MACC Advisory Board meetings**
 - Provide presentation on final draft of Building Programming: Input received and decisions recommended at March 2021 meeting
 - Additional updates provided at future meetings

All Engagement Activities will be recorded for viewing by community members. The online video presentation will allow for additional community members to view the information and provide feedback on their schedule prior to the deadline.

Stakeholders and Key Topics

Identified Key Stakeholders

The efforts that have resulted in the current and future ESB-MACC facility span decades. During the process that resulted in the 2018 Plan, community members provided significant input that resulted in the final plan. The history and the voices who have contributed to this point provide the base of the work to be accomplished during Phase 2 Implementation. PARD recognizes that a significant number of community members prefer Spanish, and we want their voices to be a part of the process.

For the Building Programming phase, some key stakeholders have been identified for consultation through small group discussions:

Key Stakeholders Identified during Building Program stage

- *ESB-MACC Advisory Board*
- *ESB-MACC Staff*
- *Youth: Caminos Teen Program Participants (Past and Current)*
- *Gallery Artists & Visual Artists: Musicians (Desde La Sala Musicians), Visual Artists (past and future exhibitors), Collaborative Partners (theater, dance and film), LAAP Participants,*
- *Educators and Historians: Education and History Groups (Tejano Genealogy, Academic C.)*
- *Legacy Stakeholders Founders Group: Past ESB-MACC Advisory Board Members, Hispanic/Latino Quality of Life Advisory Commissioners, Founders' Group, Eastside Community Leaders, PARB Members*

Key Issues in the Community, Relationships, and Social Environment

Historically Rainey Street was occupied by the residences of the Austin Latinx population. This population collaborated to have the site of the ESB-MACC established many years ago. Over the last 20 years, significant gentrification and displacement has taken place, forcing the residents to move out of the neighborhood. However, the MACC continues to be a place of gathering for this population and holds a high level of importance to them.

The 2018 Plan was completed with significant community involvement and strong support. As is common in all projects, not everyone was a part of the process or satisfied with the final outcomes. The Project Team anticipates that some of the topics or areas of the 2018 Plan may want to be revisited through this process. However, since the 2018 Plan was approved by City Council, deviation from the plan will require additional Parks and Recreation Board and City Council Approvals, as outlined in the January 28, 2019, memo to City Council ([Park Master Plans - Approval Process](#)). Finally, the COVID pandemic continues to impact the entire Austin community with brown and black communities hit disproportionately hard. Significant challenges in outreach to interested stakeholders continues to be difficult and should be identified through the process. In addition, the future of the pandemic is unknown, and potential design challenges for a future with COVID remains.

Outreach Efforts

Outreach efforts will be conducted primarily through the stakeholder lists of ESB-MACC participants who have been involved with programs and events in the past. Primary outreach will occur through emails to established listservs.

Additional digital platforms include:

- project website,
- Nextdoor,
- Facebook,
- Twitter,
- SpeakUp Austin, and
- the ESB-MACC website and newsletters.

Media outlets will be notified and additional flyers will be posted.

Equity Strategy

The key stakeholders defined in the 2018 Plan will be engaged directly. Other communication will be provided as recommended by ESB-MACC staff to engage users and the local community. These contact lists are managed by both ESB-MACC staff and PARD Communications and Engagement Unit. In addition, we know that a significant number of ESB-MACC stakeholders prefer Spanish communication, so PARD is committed to providing opportunities for information and feedback to these community members as well.

PARD also acknowledges there is a digital divide when it comes to access to online materials. While many individuals do not have home computers, data shows the digital divide is shrinking, especially when considering smartphone access. Online efforts should accommodate smartphone dimensions.

With the shift to online only engagement activities, opportunity for connection “offline” are a continued need. All Zoom meetings will have a call-in option. In addition, Austin 3-1-1 will be a resource for people to call in to share feedback.

Anticipated Timeline and Events

Timeline

Step 1: Building Program Preliminary Phase

Step 1 is a preparation and review of community input from the 2018 Plan. November 2020

- Design Consultant Contract - Notice to proceed
- Primarily focused on data collection
- Development of Community Engagement Plan

Community Engagement January to February 2021

- Small Group Discussions
- Video Presentations for viewing and input

Building Program target completion February 26, 2021

Step 2: Building Design (Design Phase) March 2021 to Fall 2021

Schematic Design

- Key Stakeholder Group follow-up

- Community Presentation and Listening Session
- Community Communications Group
- Online Feedback
- Monthly Digital Newsletter
- Additional presentations to ESB-MACC Advisory Board and other Boards and Commissions

Design Development

- Presentation and Q&A session for community

Step 3: Construction

Anticipated Site Construction Initiation **Early 2022**

Substantial Completion **Spring 2024**

- Primary engagement during this level will be updating the community during this process

Reporting

All engagement opportunities will be recorded and posted on the project webpage at their completion. The final draft of the Proposed Design Schematics will identify the community input received from the 2018 Plan and 2021 engagement activities, naming where community input influenced recommendations.

The final achievement of the building design phase will be the final construction documents developed at the conclusion of the Design Development step of implementation.

ESB-MACC Community Communications Group

The ESB-MACC Community Communications Group will be comprised of a fixed number of designated community representatives, City of Austin Project Team members, a Design Team member and a Construction Team member to provide updates, receive feedback and answer questions from the public. This group will remain in place through the completion of construction. The group will supplement and support broader community communications.

The Public Works Department (PWD) and Parks and Recreation Department (PARC) will work together in coordination to create an unofficial (non-COA governing body) task force for the project. The Communications Group will include designated representatives from community leaders, key public stakeholders, and citizens that are reflective of the end users of the ESB-MACC.

Purpose

As the building program moves to Design, this group will provide a vehicle for ongoing engagement with the designated community representatives who can in turn share with their communities.

The ESB-MACC Community Communications Group will convene on a monthly basis to provide insight to the Project Team, receive updates on progress, share updates and activate a dialogue with community members, and provide a forum for discussion in a constructive and informed manner, allowing each member to understand the range of perspectives and viewpoints.

Specific objectives of the Communications Group include:

- Maintain transparency with the community,
- Continue regular communication,
- Identify community expectations,
- Assist in explaining the design and construction process, and
- Provide project details that arise in between public meetings.

The designated Project staff's contact information is to be posted online and to be shared with the Group to allow the community to contact the team at any point.

Participants or Members

The ESB-MACC Communications Group will be a small group of representatives of different interests or perspectives who can provide informed insights to the project team and are committed to keeping their community informed throughout the Phase 2 Implementation process. Members of the group should represent a broad range of perspectives and commit to keep their communities informed of progress.

Members should represent various characteristics, such as geography, demography, and relevant perspectives. Suggested members should be provided by COA staff and ESB-MACC Advisory Board. Membership should be between 8 to 12 individuals, not including Project Team members.

Implementation

COA Facilitator will help moderate and guide the communications group as it conducts meetings. Meetings are expected to take place virtually through 2021.

The PWD Lead Project PIO Representative, Elizabeth Ferrer (Public Information Specialist, Senior) is tasked with leading these monthly meetings. The CDPM, Heidi Tse, and PARD Project Sponsor/designated Project Liaison, Christina Bies are to join Elizabeth Ferrer in leading monthly meetings.

The Joint Venture Design Team and Construction Manager at Risk are to send a minimum of one representative to these recurring meetings to provide additional support. If a City staff member leading the meeting cannot answer a question, they can defer to the subject matter expert in attendance. The attendance of the Design Team and CMAR shows high level of commitment by the private entities that are responsible for the successful delivery of the project.

Initial Meeting

- Introductions and overview
- Schedule of meetings
- Outline of expectations and roles

Future Meetings

- Roles
- Guidance
- Techniques

Documentation and Transparency

- Meetings will be recorded and posted on project webpage
- Notes will be taken and published
- Members can share updates