



Board Report

File #: 2022-0105, File Type: Informational Report

Agenda Number: 11.

PLANNING AND PROGRAMMING COMMITTEE APRIL 20, 2022

SUBJECT: UPDATE ON MARIACHI PLAZA

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE status update on Mariachi Plaza.

ISSUE

At the December 2020 Regular Board Meeting, the Board of Directors approved Directors' Solis and Dupont-Walker's Board motion to a) provide recommendations to streamline the management of Mariachi Plaza; and b) develop a cultural preservation strategy for Mariachi Plaza (Attachment A). Concerns were also raised about the maintenance and operations of Mariachi Plaza, which is partially owned by Metro and partially by the City of Los Angeles (COLA). In May 2021, staff provided an update on the maintenance and security of Mariachi Plaza, as well as noting the next steps to clarify and update agreements with COLA and to perform outreach about the use of Mariachi Plaza. This board report provides an update on those efforts.

BACKGROUND

Mariachi Plaza is referenced as a historical landmark and art and cultural center in the community of Boyle Heights at the cross streets of First Avenue and Boyle Street across from the old brick Boyle Hotel. In addition, it is a seamless pedestrian plaza covering multiple parcels connecting Metro's Mariachi Plaza L Line (Gold) station and the COLA owned area (including a kiosk which is a replica of Plaza Garibaldi in Mexico City).

Metro's Mariachi Plaza L Line (Gold) station was opened in 2009 and includes escalators, elevators, and stairways that lead down to the mezzanine level and platform level of the station. Metro's portion of the plaza also includes a stage area where third-party Metro permitted events to take place, such as a community market, health and wellness events, and the Annual Mariachi Festival.

DISCUSSION

Community Survey

Lee Andrews Group ("Consultant") was selected to conduct an assessment and analysis survey and

provide a report on the community's needs and uses of Mariachi Plaza. The survey was conducted in English and Spanish between November 20 and December 23, 2021, by Street Team Members (Promotoras). Survey questions included why the participant goes to Mariachi Plaza and what it means to them, what type of programming there should be and how programming decisions should be made, and how to best keep the community informed. The Mariachi Plaza Cultural Preservation Needs Assessment Community Survey Report ("Report"), which includes all the questions and responses, is contained in Attachment "B".

In total, 585 surveys were collected from ten (10) events held at Mariachi Plaza and other local events within a quarter mile of the Plaza. Participants accessed the survey either online, in-person or by scanning a QR code from their mobile device. As an incentive to solicit participation, a random drawing for three (3) gift cards (2-\$50 and 1-\$100) was held. Three (3) winners were randomly selected.

The top three survey participants were residents, transit riders and youth. The top reasons people visit Mariachi Plaza are to attend live events, because they live in the community and to purchase from street vendors. Safety, cleanliness and programming were the top three areas for improvement.

Of the 585 surveys collected, 68 participants (12% of all participants) identified themselves as an artist/performer/musician. This group of participants were then asked six (6) additional questions related to housing, homelessness, and access to affordable housing. Approximately 28% of the respondents indicated finding housing was a challenge and that they had been unhoused in the prior two years.

To enhance the survey collection efforts, the Consultant conducted two (2) focus groups by random selection from the 585 original participants. The focus groups were held in person and virtually on January 14, 2022, and January 28, 2022. They consisted of Mariachi performers, Mariachi students, Artists, community members, and teachers from the Boyle Heights area.

The Report recommends that as Metro investigates potential improvement efforts to be made at Mariachi Plaza, the meaningful engagement and input of stakeholders, residents and business owners who work and live near Mariachi Plaza is essential. Recommendations from the report include:

1. Community Engagement and Coordination

- The development of a community roundtable, consisting of residents, small business owners, artists, performers, and musicians for input on events on Mariachi Plaza.
- Improved coordination for use of the Mariachi Plaza kiosk and stage such as a single point of contact for permitting.
- Improved coordination of responsibility for public safety at Mariachi Plaza, such as meetings between all public safety agencies responsible to discuss community concerns.

2. Access and Affordability

- Partnering with elected officials who represent Mariachi Plaza to host events to discuss access and housing affordability programs with local stakeholders, this could include

- Housing non-profits in Los Angeles.
 - Housing non-profits in Los Angeles
 - Immigrants' rights non-profits in Los Angeles
 - Public agencies with housing access and affordability programs in Los Angeles
- Providing support services for Mariachi's and cultural space for Mariachi's through the joint development community space.

Mariachi Plaza remains a landmark of historical importance and cultural significance. It maintains a place of meaning for those who frequent the Plaza and for those that reside within the Boyle Heights community. Through continued engagement, Metro can support efforts to ensure that the cultural and historical integrity of Mariachi Plaza is maintained.

COLA Coordination

In March, 2022, a land survey of Mariachi Plaza was completed identifying property boundary lines between COLA and Metro (Attachment C). It was determined that the total square footage (sq.ft) of Mariachi Plaza is 74,892.6 sq.ft. The COLA portion is 41,105.6 sq.ft. (54.89%) and the Metro portion is 33,787 sq.ft. (45.11%). The Record of Survey is currently under review for recordation with the County of Los Angeles Records office.

Discussions have begun with the COLA to prepare an agreement defining areas of responsibility for a holistic approach to permitting, maintenance, repair and use of Mariachi Plaza.

Programming

Permit issuance for events has resumed within the Plaza following COVID-19 Pandemic, City and County guidelines for outdoor activities. Metro staff will work to develop a community roundtable, consisting of residents, small business owners, artists, performers, and musicians for input on future programming for Mariachi Plaza.

Maintenance and Security

Metro Facilities Maintenance continues to provide improvements, regular maintenance, and repairs within the plaza. Metro Security continues to provide extra contract security services seven (7) days a week at the mezzanine, platform, and plaza areas.

Joint Development

On February 10, 2022, the Boyle Heights Design Review Advisory Committee (DRAC) met to provide comment on the updated schematic design submittal for the joint development project proposed adjacent to the Plaza. The project developer, East Los Angeles Community Corporation (ELACC), and its consultants presented an updated design responding to previous feedback on the proposed project. The new design calls for a reduction in height to four stories while maintaining the proposed 60 units of affordable housing. The ground floor will include 5,000 square feet of community space and an adjacent community garden at the corner of Bailey Street and Pennsylvania Avenue. The new design also provides tenants of the development with a rooftop amenity deck that will provide open air access designed to maximize safety and security. At this meeting, members of the DRAC gave generally positive feedback on the revised design elements and recommended to proceed to present the project at the Boyle Heights Neighborhood Council - Planning and Land Use Committee (PLUC).

On March 7, 2022, the PLUC received a similar presentation from the ELACC team. After considerable deliberation and before the PLUC was able to render a recommendation on the project, the meeting lost its quorum. ELACC has expressed a commitment to maintain an open dialogue with the Neighborhood Council and present the project when scheduled as it simultaneously continues its entitlement process with the City's Planning Department.

As part of the ongoing feedback this project has received, ELACC is in the process of completing its Cultural Preservation Plan as requested by the Metro Board. Once it is completed and reviewed by Metro staff, it will provide tangible guidelines on how to maintain the art, influence, and cultural significance of the mariachi community and other creative arts members in and around the Plaza. The guidelines will identify options for outreach, technical assistance, business development, residential tenant screening and other needed services by those who access the Plaza regularly, including Mariachis.

At its December 2020 meeting, the Board authorized an extension to the ENA until June 15, 2021, and provided options for three additional six (6) month periods, contingent on staff reporting back to the Board prior to the exercise of any of those options. Based on continued progress, staff notified the Board and executed the first option in December 2021. Both ELACC and Metro staff have concluded a certain number of deliverables specific to entitlements and financing requirements still need to be addressed thus requiring another six month extension in June 2022.

EQUITY PLATFORM

Metro's Equity Platform is being addressed through improvements, consistent management and organized use of Mariachi Plaza for Mariachi performers, artists, educational institutes, community groups and members from the Boyle Heights area.

The survey performed by the consultant was to engage the local businesses and community members in providing feedback for activities held at Mariachi Plaza. Results from the survey will be used to address and implement programming, safety, security and cleanliness for the users of Mariachi Plaza with historical and community connections to Boyle Heights. Based on Metro's goal to provide equitable options to the businesses and local community of Boyle Heights, implementation of enhanced programming and electronic permitting process will allow the community to more easily schedule and receive permits for mariachi performers, cultural artists, community events, local church and school events.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Recommendation supports strategic plan goal # 2 to provide outstanding trip experiences for all and Goal #3, to enhance community and lives through mobility and access through opportunities

NEXT STEPS

Next steps will include formation of a round table meeting format held by the COLA and Metro with the community surrounding Mariachi Plaza and negotiating an agreement between COLA and Metro for the holistic management of Mariachi Plaza permitting, event management, maintenance, security,

and repairs.

ATTACHMENTS

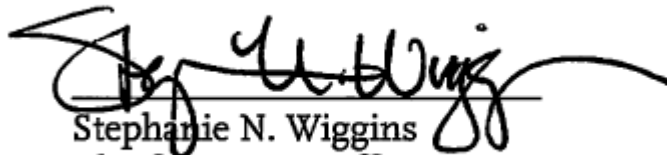
Attachment A -Directors Solis and Dupont-Walker Motion #2020-0816, Cultural Preservation at Mariachi Plaza

Attachment B - Mariachi Plaza Cultural Preservation Needs Assessment Community Survey Report & Survey Results, Prepared by Lee Andrews Group

Attachment C - Mariachi Plaza Survey Map

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Stephanie N. Wiggins
Chief Executive Officer

**Board Report**

File #: 2020-0816, **File Type:** Motion / Motion Response**Agenda Number:** 12.1.

**REGULAR BOARD MEETING
DECEMBER 3, 2020****Motion by:****DIRECTORS SOLIS AND DUPONT-WALKER**

Related to Item 12: Mariachi Plaza Joint Development

Cultural Preservation at Mariachi Plaza

Metro and the East Los Angeles Community Corporation (ELACC) are currently parties to an Exclusive Negotiations Agreement and Planning Document (ENA) for the development of a mixed-use, affordable housing project located in Boyle Heights adjacent to Mariachi Plaza. The current proposal includes 60 units for homeless transitional aged youth and households earning between 30% and 50% of the area median income, as well as retail space, a mariachi cultural center, and a community garden. ELACC was engaged in 2018 following an extensive outreach process led by Metro which resulted in development guidelines for the Metro-owned properties.

Since the last extension to the ENA was approved by the Metro Board of Directors in August 2020, stakeholders have raised concerns about preserving Mariachi Plaza as a performance space and ensuring that mariachis can maintain their livelihoods after construction of the project. Concerns were also raised about the maintenance and operations of Mariachi Plaza itself, part of which is located on Metro property with the remaining portion located in City of Los Angeles right-of-way. To address these concerns, Metro should prioritize cultural preservation as part of all joint development projects proposed near Mariachi Plaza, explore strategies to comprehensively manage Mariachi Plaza, and engage Boyle Heights stakeholders such as nearby business owners, property owners, tenants, and local organizations including the Mariachi Plaza Festival Foundation.

SUBJECT: CULTURAL PRESERVATION AT MARIACHI PLAZA**RECOMMENDATION**

APPROVE Motion by Directors Solis and Dupont-Walker that the Board direct the Chief Executive Officer to report back at the May 2021 Planning and Programming Committee meeting with:

- A. Recommendations to streamline the management of Mariachi Plaza as it relates to event

programming and maintenance. Metro should collaborate with the City of Los Angeles and Boyle Heights stakeholders to identify potential management frameworks.

- B. A cultural preservation strategy for Mariachi Plaza developed in partnership with the City of Los Angeles, and local Boyle Heights stakeholders. The strategy should consider data on the use of the plaza, including the number of artists and musicians that utilize the plaza for performances, in order to ensure that the history and cultural significance of Mariachi Plaza is preserved, celebrated and uplifted.

WE FURTHER MOVE that the Board direct the Chief Executive Officer to collaborate with the East Los Angeles Community Corporation to explore strategies to meet the housing needs of the immediate neighborhood, especially people experiencing homelessness, and to report back at the May 2021 Planning and Programming Committee prior to execution of any further extension options.



MARCH 21, 2022

Mariachi Plaza Cultural Preservation Needs Assessment Community Survey Report

SUBMITTED BY

Lee Andrews Group

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BACKGROUND

Mariachi Plaza is as a historical and cultural landmark in the community of Boyle Heights. Located at the cross streets of First Avenue and Boyle Street, across from the old brick Boyle Hotel, the plaza is also a place where artists/performers/musicians gather for employment opportunities. Mariachi Plaza sits above one of Metro's light rail stations that is surrounded by affordable housing developments, White Memorial Medical Center, and a thriving corridor of small businesses such as restaurants, coffee shops and bars.

Mariachi Plaza is a pedestrian plaza that includes both City of Los Angeles and Metro properties. It connects the use of Metro's station plaza and the City of Los Angeles owned area (including a kiosk which is a replicate of Plaza Garibaldi in Mexico City). Metro's light rail subway station was opened in 2009 and includes escalators, elevators, and stairways that lead down to the mezzanine level and platform level of the station. Metro's plaza also includes a stage area where third-party, Metro permitted events take place, such as the farmers market, health/wellness events, and the annual Mariachi Festival and Celebration for Santa Cecilia, Patron Saint of the Musicians in November.

The community of Boyle Heights has a rich cultural history that has been home to Jewish, Japanese and now to a predominately Mexican American community. The increase in housing costs are prime concerns for the residents who live in the neighborhoods immediately adjacent to Mariachi Plaza.

East Los Angeles Community Corporation is considering a housing development on a Metro vacant owned lot adjacent to Mariachi Plaza. The proposed project would include a total of 60 units. This includes 59 units of affordable housing, 1 manager unit, retail, mariachi resource/community center, community garden and parking.

Metro is in the process of conducting an assessment and analysis of the community's needs at Mariachi Plaza. Through this process, Metro and Lee Andrews Group collaborated to conduct community surveys would meet the following objectives:

- Understanding the history and cultural significance of Mariachi Plaza in Boyle Heights
- Understanding the current and future needs of the mariachi musicians and other local artists as it related to their use of the plaza, as well as their housing needs
- Understanding the community needs and uses of the Plaza for special events

In recognition of the rich history surrounding this site and concerns regarding housing affordability, it was vital to thoughtfully engage stakeholders to understand the needs of the community.

APPROACH

In collaboration with Metro, Lee Andrews Group developed a Project Management Plan (PMP) that outlined the project approach and schedule. This collaboration included the design of a bilingual (English and Spanish) survey to assess the needs of the community. Additionally, in coordination with Metro, Lee Andrews Group developed a stakeholder list of individuals and groups to conduct outreach and promote awareness of the survey, future projects and community engagement opportunities. These stakeholders included:

- Los Angeles County Supervisor Hilda Solis
- Los Angeles City Council Member Kevin De Leon
- California State Senator Maria Elena Durazo
- California Assembly Member Miguel Santiago
- Ben Johnson, City of Los Angeles, Performing Arts Program Director
- Los Angeles Department of Water and Power
- Los Angeles Sanitation
- Boyle Heights Resiliency Hub
- Mariachis- OMULA, OMICAL
- Various groups who established Mariachi Relief Funds
- Festival Foundation (Frank Villalobos/Barrio Planners) and Azure Development proposed affordable housing project at southeast corner of First Street and Boyle Ave.
- The Mariachi Conservatory
- Self-Help Graphics
- The Boyle Heights Arts Conservatory
- Proyecto Pastoral
- Fideicomiso Comunitario Tierra Libre
- Residents and business owners within 750 ft
- First Street Business Association
- East LA Community Corporation (ELACC)
- Boyle Heights Neighborhood Council
- Boyle Heights Planning and Land Use Committee
- Design Review Advisory Committee (DRAC)
- Boyle Heights Community at Large

Surveys were conducted between November 20, 2021 and December 22, 2021. The surveys were conducted in-person and collected digitally via tablets on Survey Monkey, through QR codes and providing participants with the option of handwritten response. Surveys were collected at Mariachi Plaza and at various community events. To encourage participation, Lee Andrews Group incentivized participation by offering gift cards.

Lee Andrews Group hired residents through the Promotora program to facilitate participation from the community. This approach provided for a cost-effective method to gather input from the community at Mariachi Plaza and community events.

Surveys were collected at the following events and/or dates:

- November 20th – YMCA Turkey Giveaway
- November 21st – Mariachi Festival
- November 23rd Mariachi Festival
- December 3rd – Mariachi Plaza Station
- December 5th – 5th Annual Christmas Parade
- December 10th Mariachi Plaza Station
- December 11th – 1st Annual Boyle Heights Tree Lighting Ceremony
- December 16th – YMCA Toy Giveaway
- December 22nd – Mariachi Station and Mercadito
- December 23rd – Mariachi Station and Mercadito



As a result of these efforts, 585 surveys were collected. Of the 585 surveys, 277 were in English and 308 were in Spanish. A total of 12 questions were asked to all participants and 18 questions were asked of participants that identified themselves as artist/performer/musician after question 11. Please note that one of the questions related to contact information of the surveyed participants. The list of questions and responses are included in Appendix A.

Of the 585 surveys collected, 68 participants (12% of all participants) identified themselves as an artist/performer/musician. This group of participants were then asked six additional questions related to housing, homelessness and access to affordable housing.

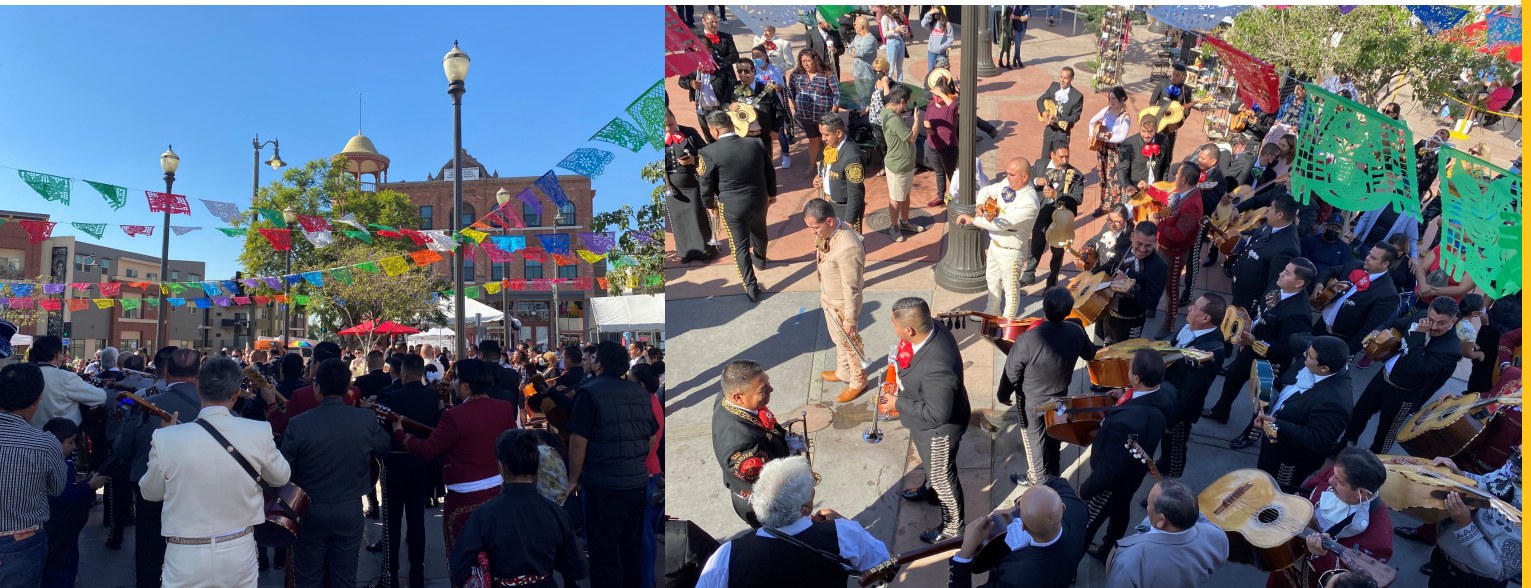
Additionally, two focus groups were conducted to further engage the Mariachi community in a discussion and solicit additional feedback. The focus groups were hosted on two separate Fridays in January 2022. The first was hosted on January 14, 2022, and the second was hosted on January 28, 2022. Twenty individuals were invited to participate. There was a total of 11 participants.

Focus Group One (January 14, 2022)

- Mariachi Musician from Boyle Heights
- Artist from San Fernando
- Mariachi Musician from Boyle Heights

Focus Group Two (January 28, 2022)

- Mariachi Musician Organizer from Omical
- Mother of Mariachi students from Boyle Heights
- Mariachi Musician from Boyle Heights
- Mariachi Teacher from Garfield High School



SUMMARY OF FINDINGS

As a result of the surveys, the following key findings were identified

- The three top reasons that people visit Mariachi Plaza are to attend live events, because they live in the community and to purchase from street vendors
- Culture, history and mariachis were the most popular responses when survey participants were asked what Mariachi Plaza meant to them
- The three most popular choices for events and activities to take place at Mariachi Plaza were cultural events (such as Dia de Los Muertos), live music and food vendors
- Safety, cleanliness and programming were the top three responses participants gave when asked what participants would improve at Mariachi Plaza
- 71 out of 585 survey participants has applied for permits at Mariachi Plaza, of those 76% indicated that the process was user-friendly
- Residents from Boyle Heights, Artists/Performers/Musicians and Small Business Owners were the top three choices when survey takers were asked who should make decisions about special events and activities
- With respect to the community space available at the new housing development, the most supported options included support services for Mariachis and the community, other (reference sub bullet below) and cultural space focused on Mariachis
- Responses for other included incubator and support services, food, library, Aztec dancers, entertainment (extension of the Plaza), and wellness programs
- With respect to how Metro should inform the community of upcoming events at Mariachi Plaza, the top three responses were Telemundo, Univision and Facebook
- The top three survey participants were residents, transit riders and youth



The focus of the surveys then turned to the 68 respondents who were musicians, performers or artists.

- 72% of participants indicated that finding adequate and affordable housing as a challenge
- 37% indicated that their housing situation had remained the same, while 35% indicated that it had improved, and 28% indicated that it had changed negatively
- 28% of participants shared that they had been unhoused in the previous two years
- 72% responded that that they have permanent housing now
- 38% indicated that availability, financial assistance/government programs and information where and how to apply for affordable housing would make affordable housing more accessible
- Participants indicate Other as the most popular choices when it came to where they look for housing. These responses included:
 - All of the above (Craigslist, Laundromats, and Newspapers)
 - Zillow/Redfin
 - Neighborhood Postings
 - Word of mouth
 - Friends
 - El Clasificado

Of the 68 participants who were musicians, performers and artists, a total of 20 people were randomly selected to participate in the Focus Groups. 11 of these individuals participated in the two focus groups facilitated by Lee Andrews groups. Some of the key findings from these two focus groups were:

- Most of the focus group participants had not applied for affordable housing or subsidized housing and live in sub-par conditions
- Mariachis frequent Mariachi Plaza to congregate with other Mariachis and to look for employment
- Only one of the focus group participants did not live in Boyle Heights, but he commutes from San Fernando Valley to Mariachi Plaza to look for work

The focus groups served as a venue to have deeper conversation and provide greater context to the housing insecurities and challenges faced by mariachis and other performers. Some of the reasons that they shared as to why they did not apply for affordable housing included lack of sufficient credit scores, lack of legal status or documentation and not having access to information.

Themes

Through engagement with nearly 600 respondents, some key themes emerged.

- Mariachi Plaza continues to be culturally significant to the community
- Safety and cleanliness are concerns to stakeholders surveyed
- There is interest in having community input when permitting third party events at Mariachi Plaza
- Support services for Mariachis at the new proposed development is strongly supported
- The use of Spanish media is key towards informing the community about events at Mariachi Plaza

When addressing the additional questions with the 68 participants who identified as artists, performers and musicians, the concerns regarding housing affordability and access to affordable housing programs were significantly identified. This is further supported by the feedback received in the two focus groups.



Recommendations

As the proposed development moves forward, it is key that Metro meaningfully continues to engage stakeholders, residents and business owners who work and live near Mariachi Plaza. Lee Andrews Group recommends the following:

- The development of a community roundtable, consisting of residents, small business owners, artists, performers and musicians for input on events on Mariachi Plaza
 - This roundtable could also assist with improving communication with the community regarding cleanliness and upkeep of Mariachi Plaza, which were raised as concerns
- Improved coordination for use of the Mariachi Plaza kiosk and stage such as a single point of contact for permitting
 - The process could also include:
 - Online permitting process (website and QR code)
 - Information on how to apply for a permit at the kiosk
 - Information in English and Spanish

- Improved coordination of responsibility for public safety at Mariachi Plaza, such as meetings between all public safety agencies responsible to discuss community concerns and confusion over whose jurisdiction, this could also include
 - Community meeting with residents, small business owners, artists, performers and musicians to discuss safety at Mariachi Plaza

With respect to the issues raised in the surveys and focus groups, such as access and affordability, the following recommendations are provided:

- Partnering with elected officials who represent Mariachi Plaza to host events to discuss access and housing affordability programs with local stakeholders, this could include Housing non-profits in Los Angeles
 - Housing non-profits in Los Angeles
 - Immigrants' rights non-profits in Los Angeles
 - Public agencies with housing access and affordability programs in Los Angeles

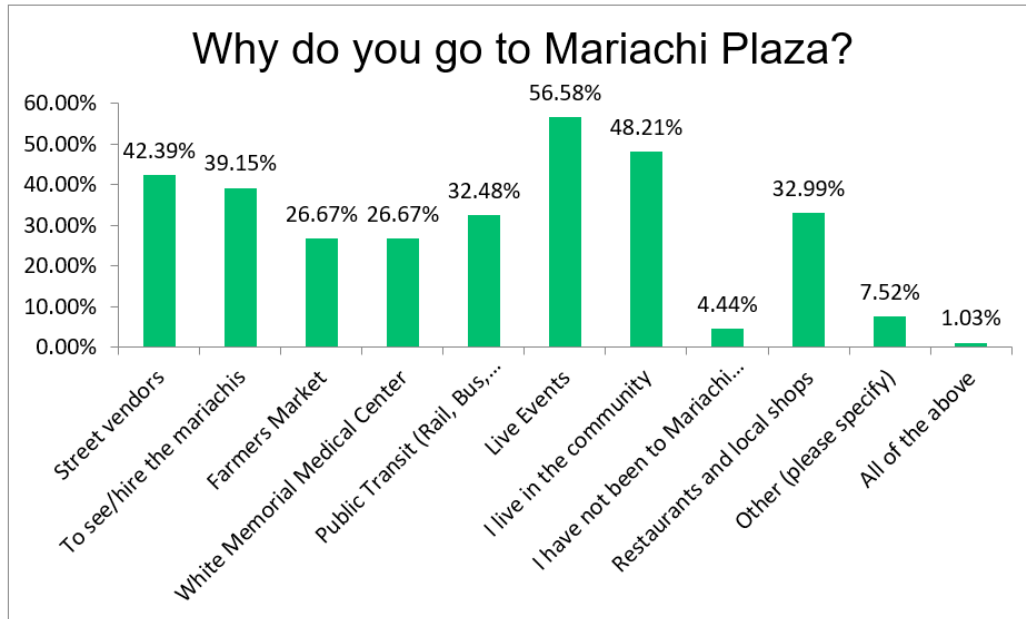
Conclusion

Mariachi Plaza remains a landmark of historical importance and cultural significance. It maintains a place of meaning for those who frequent the Plaza and for those that reside within the Boyle Heights community. The opportunity to continue building goodwill and establish partnerships with local stakeholders exists. Through continued engagement, Metro can support efforts to ensure that the cultural and historical integrity of Mariachi Plaza are maintained.

Appendix A: Survey Results

The questions and responses for the survey are included below.

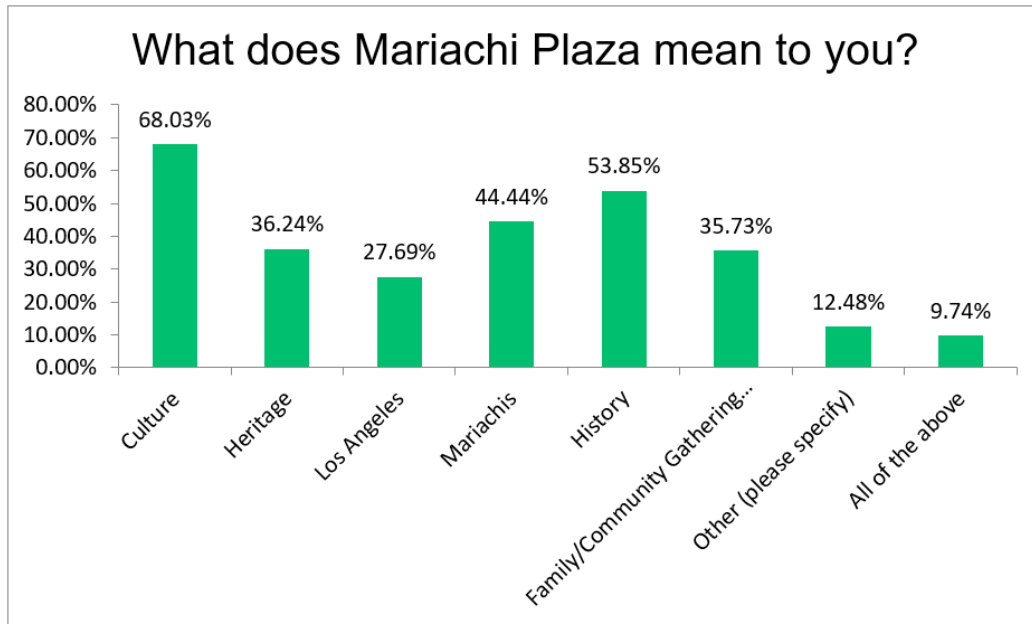
Question 1.



There were 585 responses to this question. Other responses included:

- To go to work
- To hang out/sight seeing
- To look for work

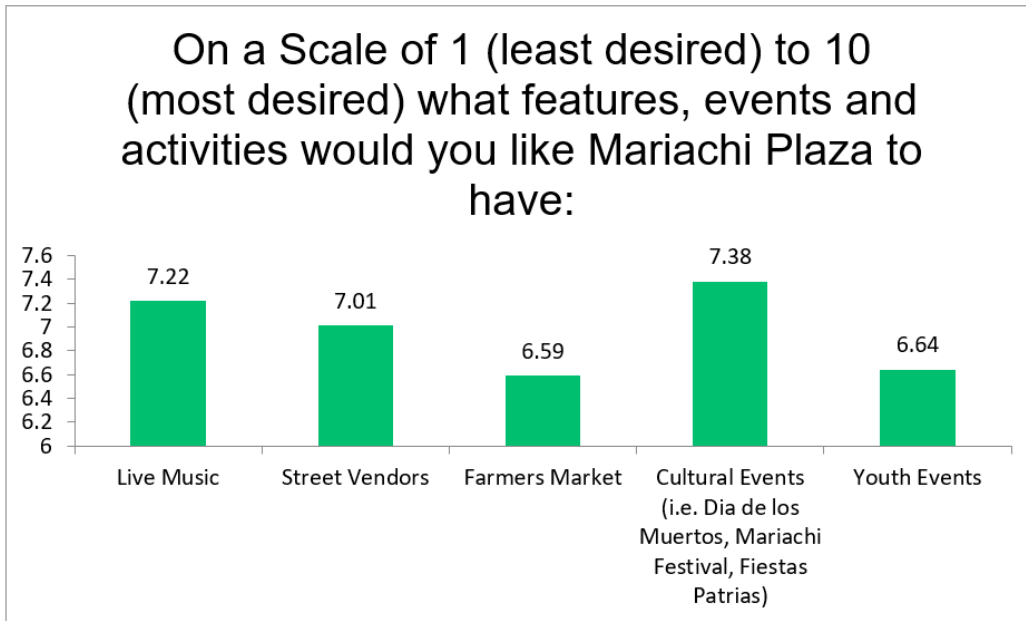
Question 2.



There were 585 responses to this question. Other responses included:

- Work
- I have not been there
- All the above

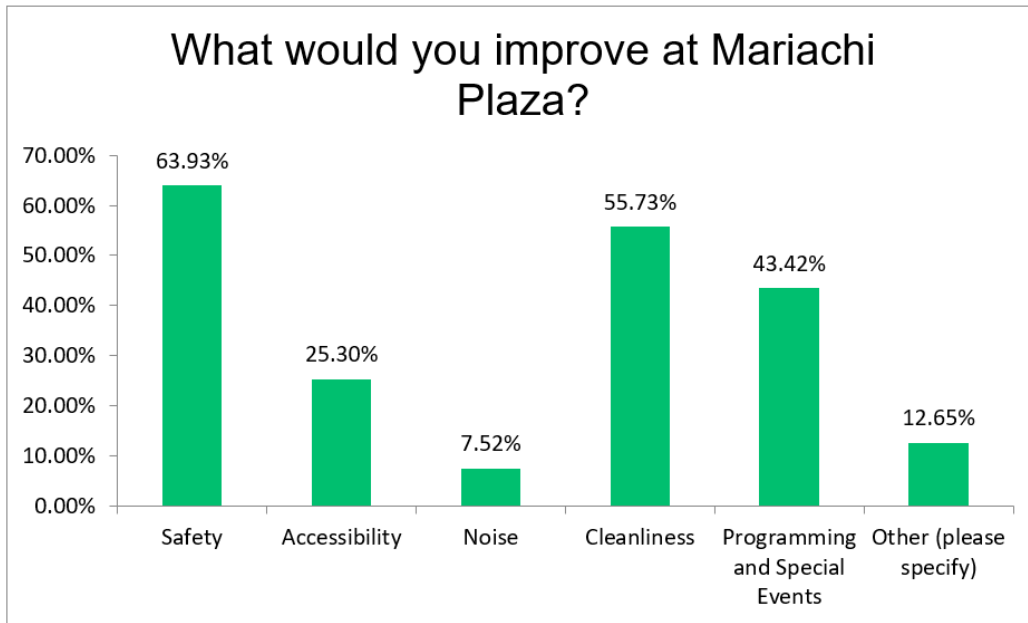
Question 3



There were 579 responses to this question. Other responses included:

- Food distribution
- Events that include parking
- Family activities
- Vaccine sites
- Ways for local mariachis to connect with people who stop by

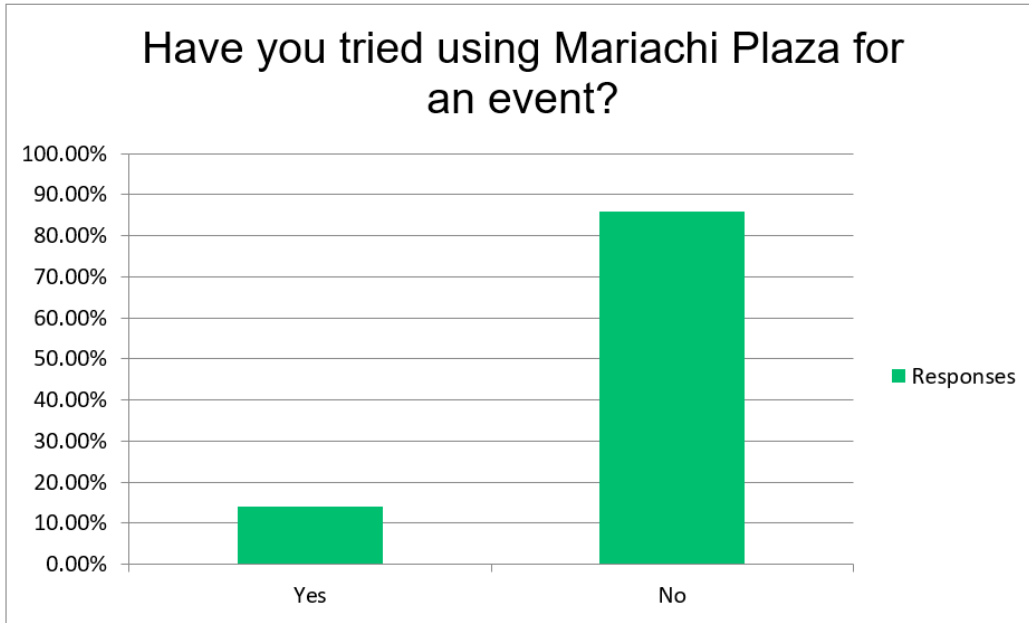
Question 4



There were 585 responses to this question. Other responses included:

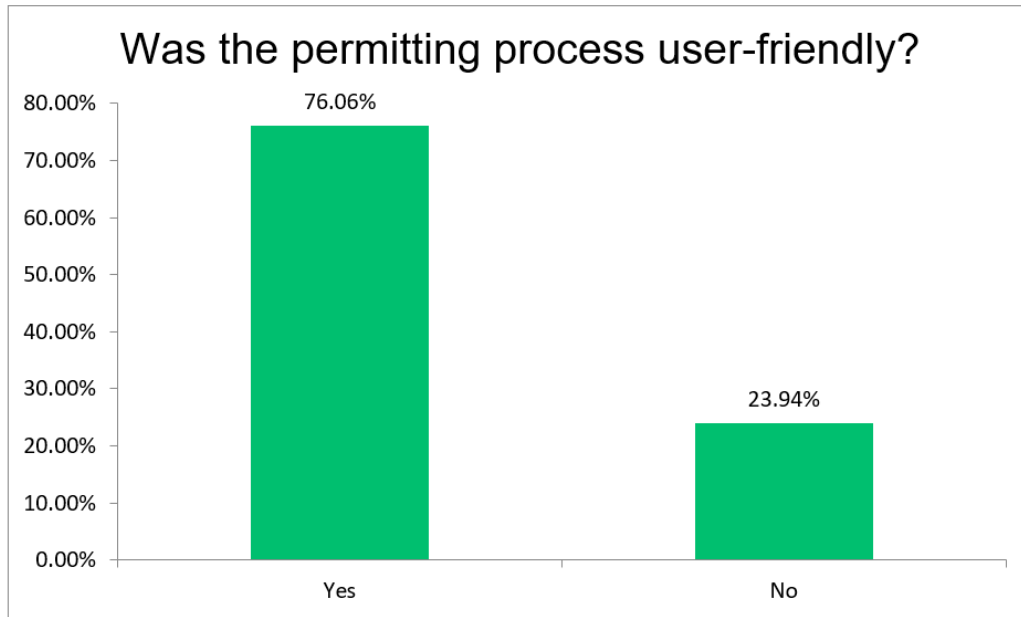
- Restrooms
- I would not improve much
- Street Vendors
- Parking
- Bus frequency
- Seating
- Homeless Mariachis
- All the above (safety, accessibility, noise, cleanliness, programming)

Question 5



There were 83 responses to this question.

Question 6



We received 71 responses to this question out of 585 respondents.

The follow up question was, "What would make the permitting process better?"

Responses received included:

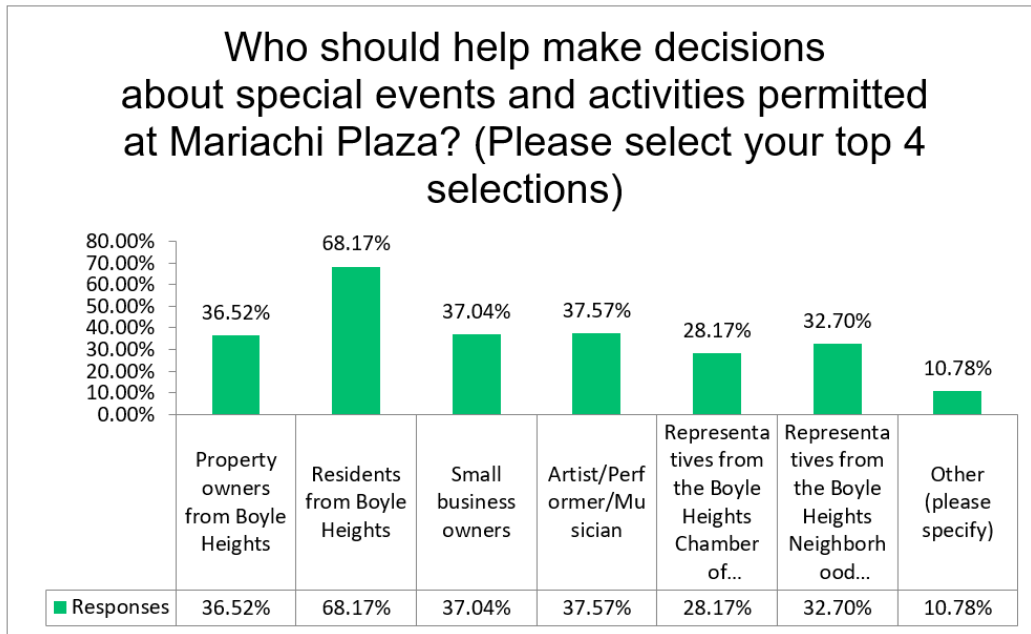
- Extended deadlines (online accessibility)
- Parking
- Clarity of permits/permitting process
- Wi-Fi on site
- Online application
- Cheaper fees
- Follow the Olvera street model. Too many bosses to answer too (bureaucracy).
- Additional support/technical assistance
- Faster process

Question 7

What would make the permitting process better? (There were 19 responses to this question) The reoccurring responses are provided below.

- Online Accessibility/Application
- Extended deadlines
- Parking
- Clarity of permits
- Wi-fi
- Cheaper fees
- Cleansing
- Nothing, it is good the way that it is
- Follow the Olvera street model
- More support
- Quicker response
- More information

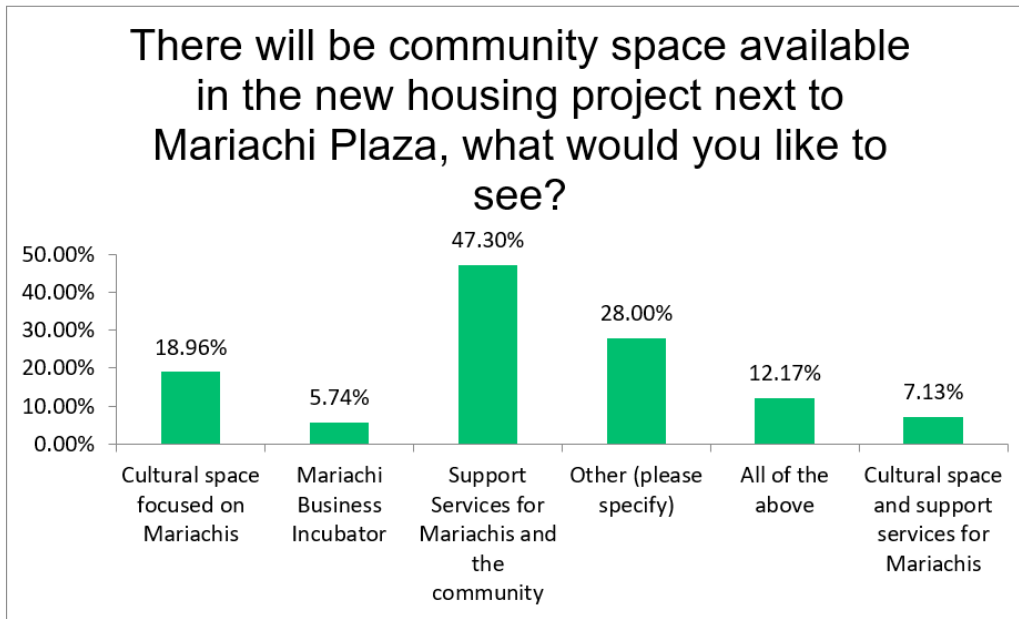
Question 8



There were 575 responses to this question. Other responses included:

- All the above
- A committee with a representative from all the above
- Create a resident community advisory council
- Mariachi Plaza Festival Foundation
- LAUSD Performing Arts

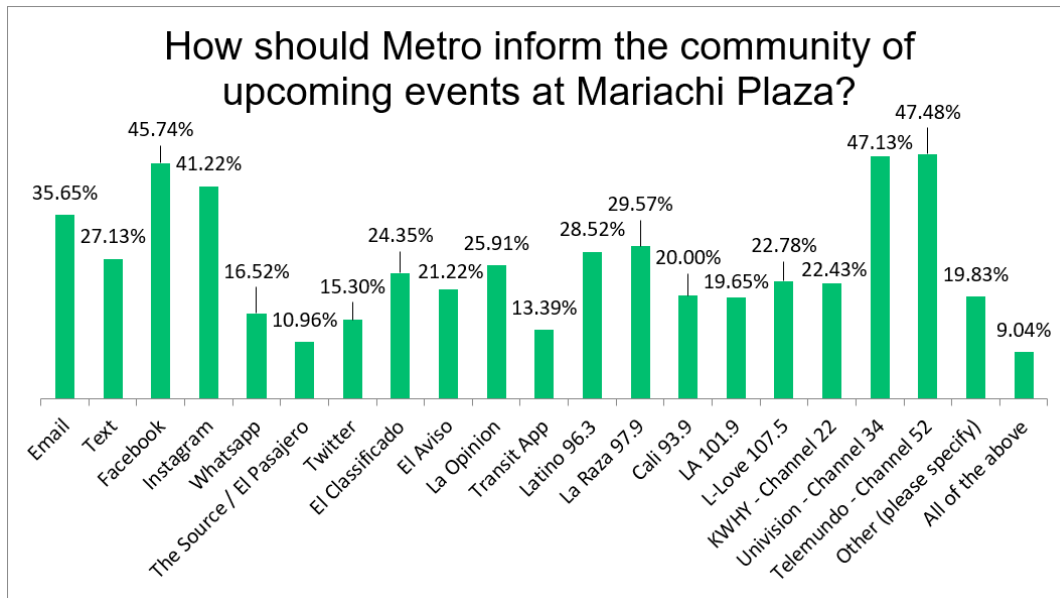
Question 9



There were 575 responses to this question. Other responses included:

- Incubator and support services
- Food
- Library
- Do not support ELACC or this project
- Aztec dancers
- Entertainment, extend the plaza
- Wellness programs

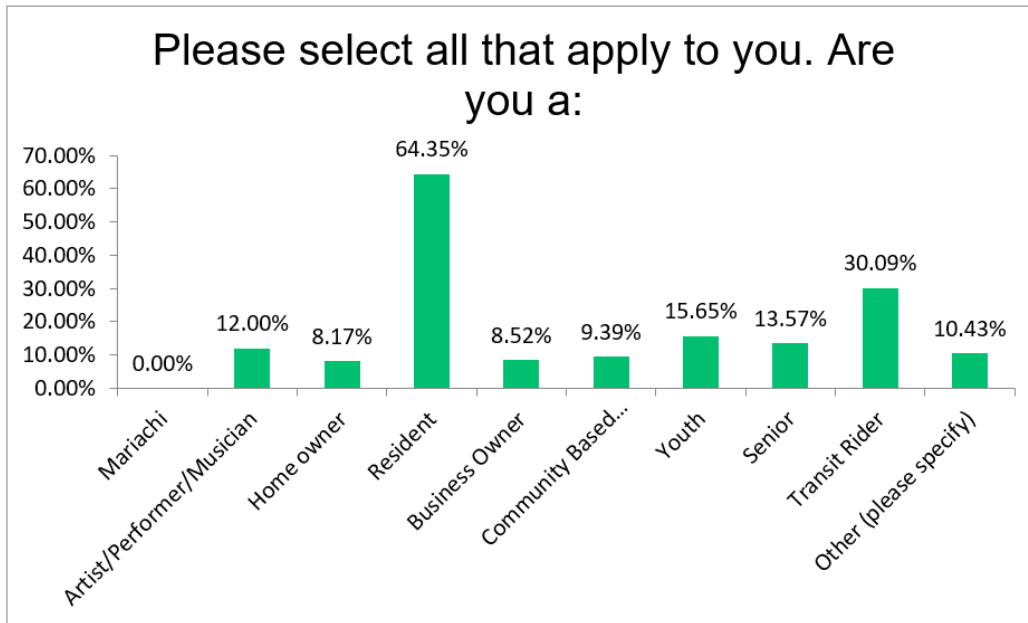
Question 10



There were 575 responses to this question. Other responses included:

- Flyers/Posters in the community
- 93.1 Jack FM
- USPS
- Neighborhood Council
- BH Beat
- LA Times
- Billboards
- 103.9 FM

Question 11

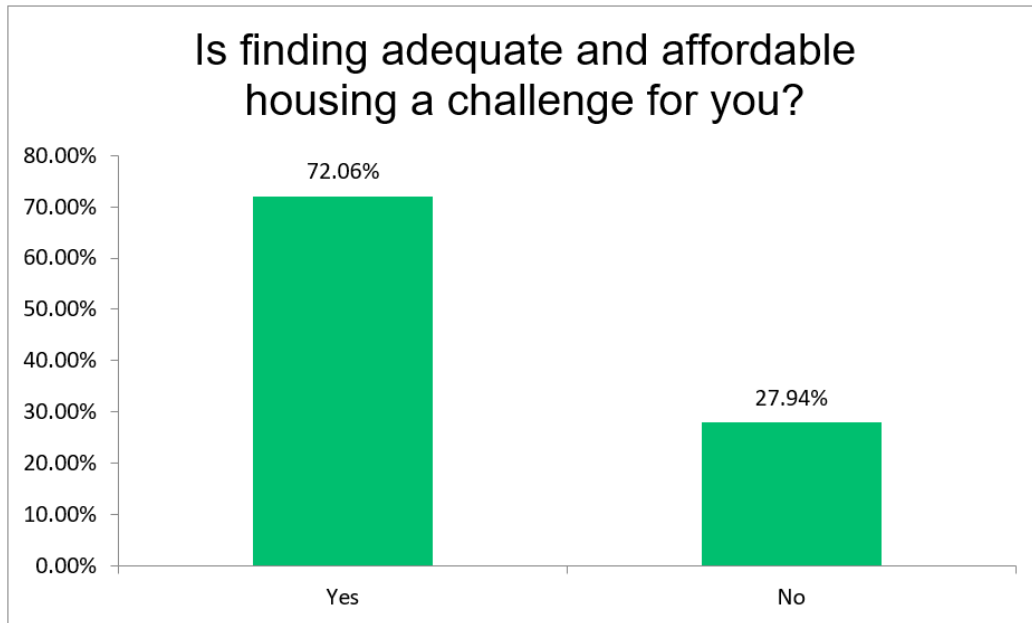


There were 575 responses to this question. Other responses included:

- Educational/teacher
- Work for special events
- Activist
- Boyle Heights Coalition
- Work at White Memorial
- Billboard

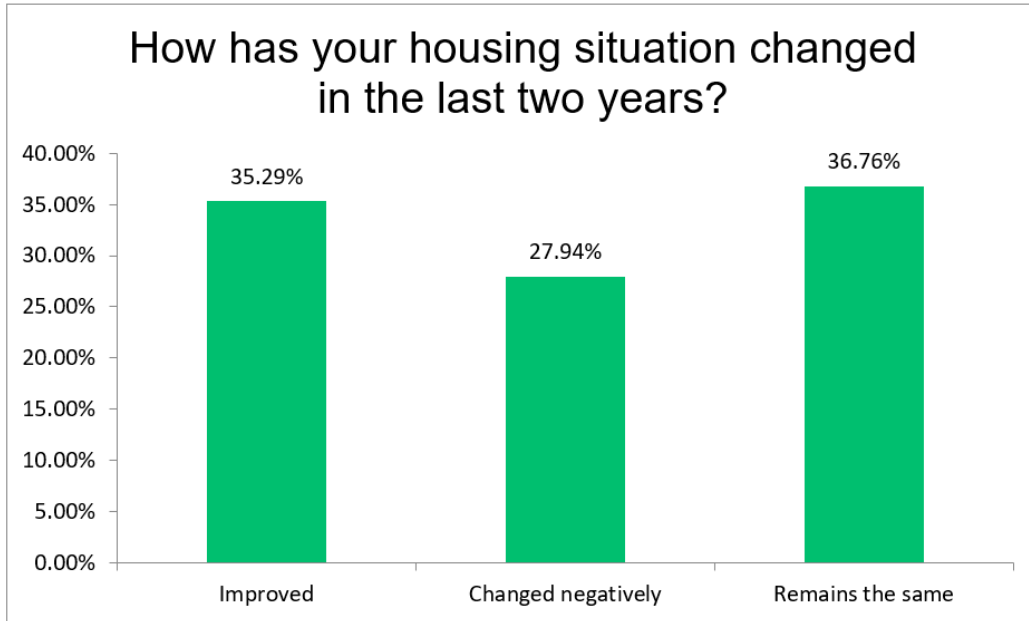
Participants who responded that they were an Artist/Performer/Musician to Question 11 were then asked six additional questions related to housing. 68 out of the 585 participants indicated that they were Artists/Performers/Musicians.

Question 12



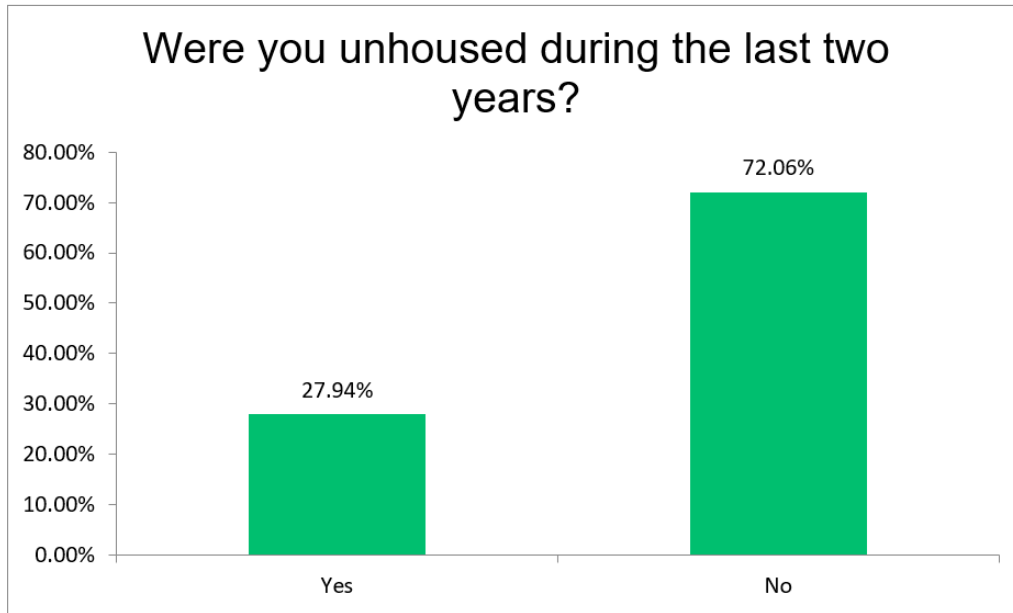
For this question, we received 68 responses out of 585. This question was targeted to musicians/performers/artists.

Question 13



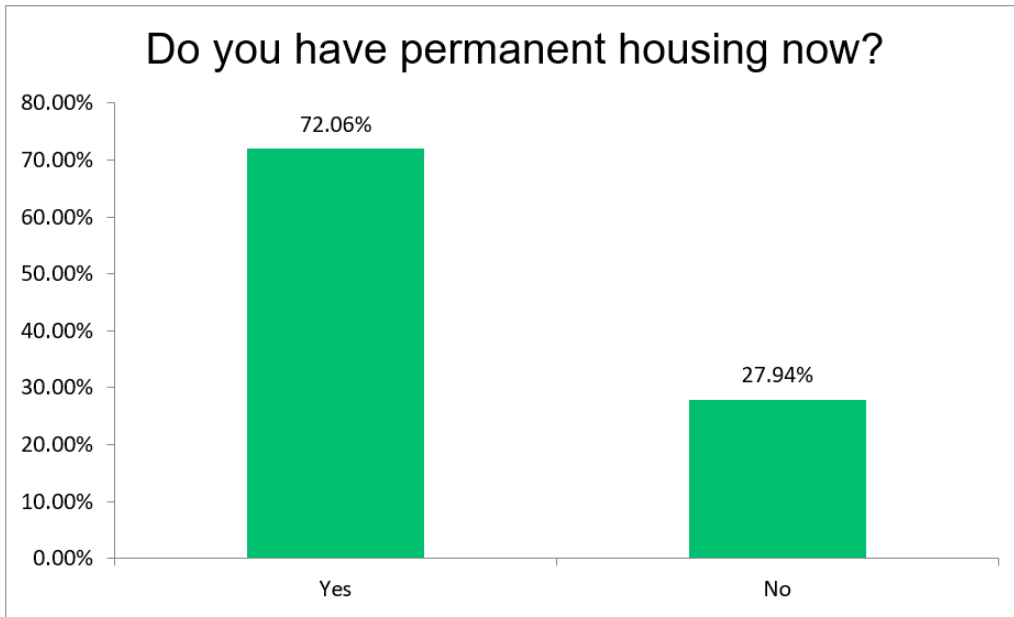
There were 68 responses to this question.

Question 14



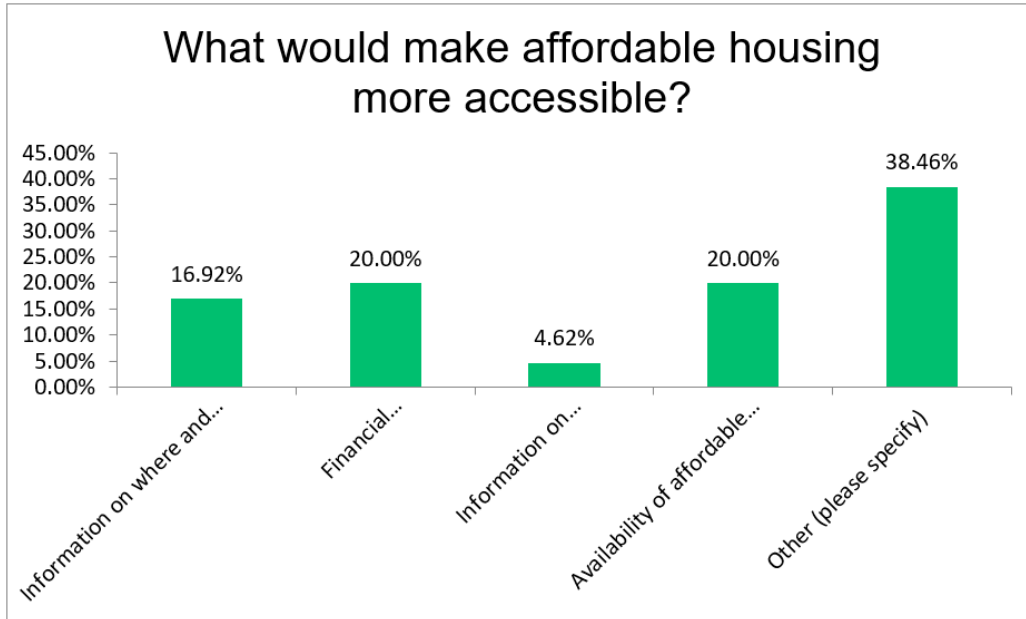
There were 68 responses to this question.

Question 15



There were 68 responses to this question.

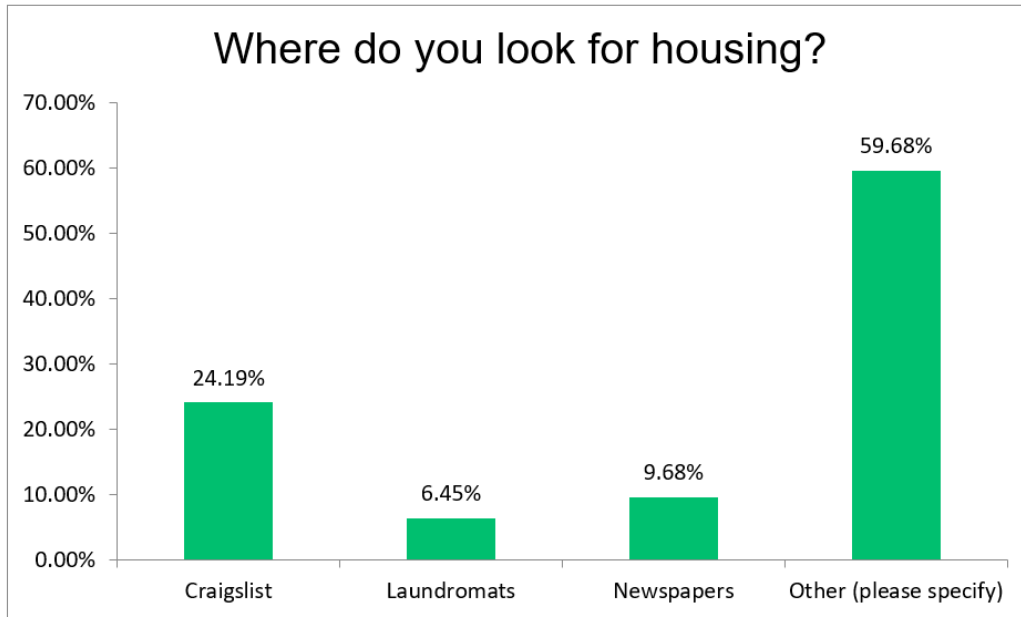
Question 16



There were 68 responses to this question.

- Employment opportunitéis and availability
- All of the above

Question 17



There were 62 responses to this question. Other responses included:

- All the above
- Zillow/Redfin
- Neighborhood Postings
- Word of mouth
- Friends
- El Clasificado



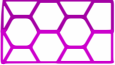
Participants who responded that they were an Artist/Performer/Musician to Question 11 were then asked six additional questions related to housing. 68 out of the 585 participants indicated that they were Artists/Performers/Musicians.

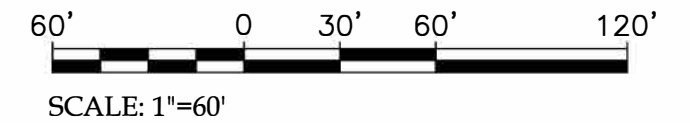
Attachment C - Mariachi Plaza Survey Map



MARIACHI PLAZA

LEGEND

-  L.A.C.M.T.A. JOINT DEVELOPMENT PROPERTY
-  L.A.C.M.T.A. MARIACHI PLAZA AREA
-  L.A. CITY PROPERTY AREA
MARIACHI PLAZA PEDESTRIAN MALL




RAIL SURVEYORS & ENGINEERS, INC.
250 WEST FIRST ST. STE. 226
CLAREMONT, CA 91711

MARIACHI PLAZA PROPERTY BREAKDOWN

RSE JOB: 21-0793

Date:	04/28/22
Scale:	1"=60'
By:	JD
Sheet No.:	1 OF 1
Rev:	



Receive and File: Update on Mariachi Plaza

File: 2022-0105

Planning and Programming Committee

May 18, 2022



Metro

Update on Mariachi Plaza

Provide updates to Directors Solis' and Dupont-Walker's December 3, 2020 motion to:

- a) provide recommendations to streamline the management of Mariachi Plaza; and
- b) develop a cultural preservation strategy for Mariachi Plaza.



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Community Survey

- Conducted between November 20 – December 23, 2021, in English and Spanish
- 585 surveys collected at 10 events (Online/QR Codes/In-person)
- Survey topics included
 - Reasons to go to Mariachi Plaza
 - Programming for Mariachi Plaza
 - How to keep the community informed
 - Artists/performers/musicians were asked additional housing questions
- Top three participants included: Residents, Transit Riders, Youth
- Two Focus Groups held in January 2022 in-person and virtually.



Mariachi Plaza Special Events



Mariachi Plaza Special Events



Land Survey



Joint Development

- 60 units of Affordable Housing; 5,000 sq ft. community space.
- Design Review Advisory Committee approved the design on 2/10/2022
- Developer is working with Boyle Heights NC on input
- Staff is executing an ENA extension through December 2022 (in accordance with Board authority in December 2020)



Metro

Recommendations/Next Steps

- Community roundtables
- New Metro/City of Los Angeles agreement for maintenance and repairs
- Single point of contact for permitting
- Events to discuss access and housing affordability programs
- Support services for artists/performers/musicians through the joint development community space



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Thank you



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