



Rapidito report

On **May 3**, ALMAAHH conducted a rapid, interactive community poll—our “**Rapidito**” Mentimeter exercise—at the **Houston Community College, Felix Fraga Campus**. The instrument was **designed by Dr. Pamela Hernández and Eduardo Rosales**, facilitated **on-site by Eduardo Rosales**, and this **report, analysis, and recommendations** were prepared by **Eduardo Rosales**. Approximately **80 participants**—including **artists and community leaders**—took part immediately **after President Carlos Duarte’s update** on ALMAAHH’s current status. The exercise captured quick, comparable inputs on priorities, perceptions, and needs to inform programming, outreach, and facility planning.

Executive Summary

This report summarizes the findings of the ALMAAHH community listening sessions conducted to gather public input on the vision, priorities, opportunities, and concerns related to the development of the American Latino arts and culture complex in Houston’s East End. Participants were invited to respond to open-ended questions, vote on priorities, and share direct feedback and suggestions. The data collected was categorized into key themes and analyzed to support ALMAAHH’s planning and engagement strategies.

1. Quantitative Feedback

Highlights from three multiple-choice questions:

- What people liked most: Highlighting Latino Art (22 votes), Community Feedback (13)
- What should be reinforced: Cultural Activities and Communications (11 votes each)
- How to stay informed: ALMAAHH’s Social Media (24), Newsletter (15)

These responses underscore strong interest in storytelling, outreach, and active community participation.



2. What should we add to our current plans and activities?

Community responses emphasized the need for strong community-centered programming, educational opportunities, arts residencies, inclusive communications, anti-gentrification protections, and partnerships. Key themes include:

- Community engagement & inclusion
- Education & learning
- Arts & cultural programming
- Equity, accessibility & anti-displacement
- Communication & representation
- Partnerships & infrastructure
- Physical space design & use

3. Challenges of Having the Complex in the East End

Top concerns included:

- Parking and transportation access
- Gentrification and displacement
- Safety and flooding risks
- Physical and cultural accessibility
- Infrastructure and land cost concerns

Parking and gentrification were the most frequently mentioned concerns, signaling a need for mitigation strategies and inclusive planning.

4. Opportunities of Having the Complex in the East End

Participants identified numerous opportunities, especially:

- Celebrating Latino community roots and cultural identity
- Preserving legacy and elevating history
- Offering education and access to the arts
- Promoting community development and economic growth
- Creating a cultural hub tied to local and national narratives



5. Additional Community Suggestions

Suggestions fell into key themes:

- Gentrification, Belonging & Community Protection
- Communication & Outreach
- Design, Architecture & Space
- Youth, Education & Inclusion
- Institutional Partnerships
- Creative Programming Ideas

Many praised the vision of ALMAAHH while calling for bold, inclusive, and community-rooted implementation.

Recommendations

1. Develop a robust anti-displacement strategy and partnerships to prevent gentrification.
2. Deepen community-rooted programming with targeted youth, education, and cultural history efforts.
3. Embrace inclusive architecture and design reflecting Latino heritage, beyond conventional museum models.
4. Prioritize clear, bilingual communication via social media and newsletters.
5. Establish long-term partnerships with existing institutions, artists, and advocates.
6. Create accessible spaces for all Latino identities—symbolically and physically.
7. Maintain ongoing listening and feedback loops through workshops, surveys, and town halls.



Annex

Results

What did you like most?

Cultural activities	9
Community feedback	13
Alliances with institutions	2
Communications	0
Obtaining support from government and foundations	9
Highlighting Latino Art	22
Other	2

1. What did people like most?

- **Highlighting Latino Art** (22 votes) was the top highlight for attendees.
- **Community feedback** (13 votes) was also highly valued, affirming ALMAAHH's participatory approach.
- Support from **government and foundations** and **cultural activities** tied at 9 responses.

What should we reinforce?

Cultural activities	11
Community feedback	10
Alliances with institutions	8
Communications	11
Obtaining support from government and foundations	5
Highlighting US Latino Art	10
Other	2

2. What should we reinforce?

- **Cultural activities** and **Communications** (11 each) are seen as key areas to strengthen.
- **Community feedback** (10) and **Highlighting US Latino Art** (10) also stood out as priorities.



What should we add?

Thematic Priorities

1. **Community Engagement & Inclusion (most cited)**
 - Emphasis on community-centered planning, mentorship, youth and elder engagement, and intersectional inclusion.
 - Workshops and storytelling were strongly suggested.
2. **Education & Learning**
 - Demand for educational spaces, archives, cultural libraries, and intergenerational programs like mentorship and tours.
 - History and civic learning are seen as central to the mission.
3. **Arts & Cultural Programming**
 - Calls for diverse and interdisciplinary programming, especially showcasing emerging and international Latino artists.
 - Support for youth and underserved populations in accessing the arts.
4. **Equity, Accessibility & Anti-Displacement**
 - Clear concerns around gentrification, access to housing and transit, mental health, and the need for diverse funding mechanisms.
5. **Communication & Representation**
 - Participants want more visibility of local leaders, storytelling platforms, podcasts, PR campaigns, and multilingual media outreach.
6. **Partnerships & Infrastructure**
 - Strategic alliances (local and international), funding consolidation, and advocacy were emphasized as foundational needs.
7. **Physical Space Design & Use**
 - Preferences for gardens, outdoor areas, residency and studio spaces, and multigenerational family-friendly infrastructure.

Challenge for complex in the East End?

Top Challenges (by frequency)

1. **Parking** (9 mentions)
 2. **Gentrification** (6 mentions)
 3. **Access** (5 mentions)
 4. **Traffic** (3 mentions)
 5. **Funding** (2 mentions)
 6. **Flooding, Public transportation, Representation, Displacement, Safety, and Distance** also appeared multiple times.
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Key Themes

1. Transportation & Parking (Most Frequent)

- **Parking** was by far the most repeated concern, with traffic and accessibility mentioned repeatedly.
- Community members expressed worries about congestion, limited public transit options, and the cost or difficulty of reaching the complex by bus or car.

2. Gentrification & Displacement

- The second most mentioned issue. Many fear the arts complex could accelerate displacement, raise property taxes, and disconnect the project from the existing community.
- Phrases like “driving gentrification” and “not everyone in East End” reflect anxiety over exclusion and economic pressure.

3. Access & Safety

- Access was described both in terms of **physical accessibility** (location, infrastructure, flooding) and **cultural inclusion** (representation, tokenism).
- Concerns also included safety, flooding, potholes, and lack of nearby amenities.

4. Equity & Representation

- Comments pointed to the need for financial accessibility, inclusion of diverse Latino stories, and equitable leadership.
- Some responses reflected skepticism about whether the complex would truly serve residents or be perceived as imposed.

5. Infrastructure & Land

- Challenges related to land cost, infrastructure readiness, and environmental resilience (e.g., bayou flooding) were noted.

Opportunity for having complex in East End?

🔍 **Community** (5 mentions)

🔍 **History** (3 mentions)

🔍 **Legacy, Roots, Education** (2 mentions each)

Key Themes

1. Community Strength & Identity

- The most frequent theme was *community*—both in terms of roots, involvement, and pride.
- There’s a strong desire for the complex to reinforce local identity, preserve Latino heritage, and offer belonging.



2. History, Legacy, and Roots

- Multiple responses emphasized honoring East End's historical depth and cultural legacy.
- "Roots," "Preservation_of_legacy," and "Elevate_the_history" signal the opportunity to **embed the project in local narratives**.

3. Education & Inclusion

- The complex is seen as a chance to deliver educational opportunities, youth engagement, and cultural programming.
- "Inclusion," "Inspiration," and "Educational_opportunities" show appetite for *accessible learning spaces*.

4. Economic & Urban Development

- Comments reflected hope that the project brings jobs, revitalization, cultural tourism, and economic growth.
- Emphasis on equitable redevelopment and reinvestment in the community was clear.

5. Cultural Power & Connectivity

- The location is praised for its proximity to downtown, cultural vibrancy, and potential synergy with broader Houston arts infrastructure.

How to be informed about ALMAAH?

ALMAAHH's social media	24
ALMAAHH's Newsletter	15
ALMAAHH's website	2
Councilmembers' newsletters	2
Community report sessions	5
Other	0

3. How should people be informed about ALMAAHH?

- **ALMAAHH's social media** was by far the preferred channel (24 responses).
- Followed by **ALMAAHH's Newsletter** (15), with other methods receiving lower engagement.

Additional suggestions:

◆ 1. Gentrification, Belonging & Community Protection

- *Gentrification is a big concern... how to keep current residents from being priced out.*



- *Missing liaison with long-standing communities who already work with Latinos in Houston.*
 - *How can we increase inclusion of all Latino identities.*
 - *Inspired by Tech23... 23 spaces, one for each Latin American country.*
 - *Honor the local while building for the national... Belonging is the goal.*
 - *We are the artists of our own liberation... mirror in which future generations see themselves.*
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◆ 2. Communication & Outreach

- *Constant communication with participants.*
 - *Take the message a la gente.*
 - *Making it possible for everyone in Houston to know about this.*
 - *Thank you for the work you are doing to highlight the vibrant culture and talent...*
 - *Excited!!*
 - *Keep up the good work.*
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◆ 3. Design, Architecture & Space

- *Give opportunities to consultants and architects locally... avoid cookie cutter architects.*
 - *Explore a museum not rooted in white/western architecture... reflect Latino culture.*
 - *Making sure to preserve the art legacy... with library, archives, art preservation.*
 - *a space for us by us.*
 - *Aim big, execute well, realize dreams!*
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◆ 4. Youth, Education & Inclusion

- *Listening to the youth is crucial.*
 - *Please include more arts education opportunities.*
 - *Cross-cultural collaboration opportunities should be explored and acted upon.*
 - *Would love to hear about translators and accessibilities.*
 - *Other council districts are available and willing to help!*
 - *Inspired by Tech23...*
 - *Connect Latino students... partnerships...*
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◆ 5. Institutional Partnerships

- *Partnership with TBH.*
 - *Potential national partners.*
 - *Existing institutions who could bring their expertise and need a home.*
 - *Different sections of the community are being included in these discussions.*
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◆ 6. Creative Programming Ideas

- *Doin mini previews to Latino museum with artists.*
- *We need to consider other forms of creating, including the outdoors connection.*