

Diversity at Mueller

M/WBE
Participation and Outreach

Mueller Commission
January 12, 2016

The Mueller Vision

- Community goals for Mueller include:
 - East Austin revitalization
 - Economic activity and opportunity
 - A diverse and inclusive community
- Drivers for success include high levels of participation by local and M/WBE businesses
- M/WBE business efforts coordinate with overall community diversity efforts

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Mueller Master Development Agreement 2004 M/WBE Resolution

Catellus as Master Developer agrees to use good-faith efforts to:

- Encourage and maximize opportunities for M/WBEs in design and construction
- Encourage M/WBE participation as Mueller retail/commercial tenants and investors
- Encourage new employment opportunities for Mueller-area neighbors and that hiring be reflective of community diversity

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Catellus Goals

- Strive for maximum participation by M/WBE contractors
- Create conditions for M/WBE investors and tenants to succeed
- Collaborate with employers to enhance diversity at Mueller
- Continue to work with community stakeholders

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Mueller Outreach Plan

- Phase I: Contracting
- Phase II: Tenants and Investors
- Phase III: Employment

Objectives as outlined in City Council M/WBE Resolution

Action plan developed by Catellus and its partners with City of Austin oversight.

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Master Developer Projects

Catellus acquires land and contracts for:

Infrastructure

- Roads
- Utilities
- Water Quality Ponds
- Residential lots
- Commercial parcels

Parks and amenities

- Trails
- Irrigation
- Park Structures
- Picnic Areas
- Playgrounds



Residential lots & commercial sites are sold to Third Party Developers

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Master Developer Policy

Catellus policy for Master Developer projects :

- Contractors must meet specified goals for M/WBE participation OR demonstrate good faith effort
- M/WBE participation plays significant role in evaluation of proposals
- Catellus works with prime contractors to increase M/WBE participation
- Policy includes provisions for monitoring compliance over life of contract

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Master Developer Procedures

Catellus Procedures for Master Developer Projects:

- Catellus delivers bid documents to:
 - City of Austin SMBR Department for distribution to city plan room
 - Other area plan rooms:
 - US Hispanic Contractors Association de Austin
 - Austin Black Contractors Association
 - Austin United Metropolitan Black Contractors' Association
 - Asian Construction Trades Association
- Contractors advertise and notify M/WBEs of subcontracting opportunities
- Prime contractors must document good-faith efforts before Catellus will execute contract

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Master Developer Results

Through November 30, 2015

- M/WBE contracts:
 - **\$35.177 million — 26.53%**
- Dollars paid to M/WBEs:
 - **\$27.825 million**
- Number of M/WBEs:
 - **78 businesses**

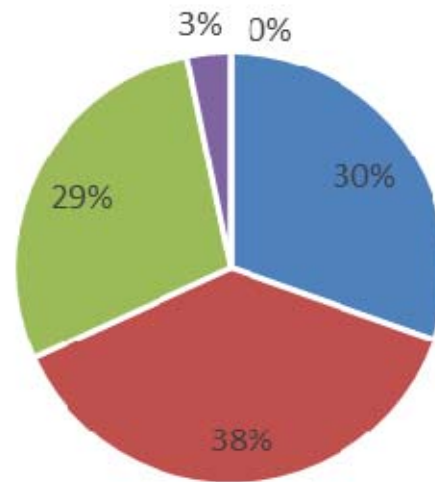


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Master Developer Results

% M/WBE PARTICIPATION



■ Hispanic American ■ African American ■ American Woman
■ Asian Pacific American ■ Native American

TOTAL Contracts thru 11/30/15: \$27,825,000

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Future Contracting:



Infrastructure – approx. 450 acres delivered or under construction

Next residential & commercial phases underway -

Earthwork

Utilities

Roads

Landscaping

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Third Party Policy

- Other owners contracting projects at Mueller are encouraged to maximize M/WBE participation for example:
 - Homebuilders and Multi-family Developers
 - Institutional users like Seton's Dell Children's Hospital
 - Civic users like AISD Performing Arts Center



- POA manager to demonstrate good-faith effort to contract with M/WBEs for services.

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Third Party Procedures

- **Private and third-party projects encouraged to comply with Master Development Agreement requirements.**
- **As a “third-party” vertical developer, Catellus practices:**
 - Prime contractors invited to bid based on capabilities and past performance.
 - Bids required to include M/WBE participation percentage; important part of evaluation criteria
 - Contractors have flexibility on how they solicit M/WBEs
 - Direct solicitation, advertising, plan rooms (similar to MDA process)
 - Catellus provides support to help subcontractors get certified
- **Catellus “third party” vertical developer projects:**
 - Market District development and buildings
 - 28% M/WBE contracts

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Tenants and Investors

- **Small Business Diversity Program**
 - Marketing and outreach effort focused on local and M/WBE businesses
 - Implemented for retail centers
 - To be implemented in each retail/commercial development phase



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Small Business Diversity Program

- Identifies prime opportunities (locations, sizes, terms) and uses for each phase
- Targets and recruits prospects in community
- Consulting and assistance for prospects
 - Specialist brokers
 - Community resources for business/financial planning
 - M/WBE certification



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Small Business Diversity: Retail

- Local / minority-owned businesses locating at Mueller include:

- Great Nails
- HCS Salon
- Central Texas Pediatric Dentistry
- Yo So Cool
- Subway
- Vert's
- Whole Family Chiropractics
- Pad Thai
- Fashionique
- Dental Smiles
- Tino's Greek Cafe
- Xian Sushi
- Envision Eye Care
- Four Points Dermatology
- Torchy's
- Whole Family Chiropractors
- Troo Designs
- Pushstart Creative



- Future Opportunities & Marketing plans:

- Continued and expanded outreach to M/WBEs
- MDA requires good-faith efforts to recruit 30% locally owned businesses for Town Center

Small Business Diversity: Homebuilders

- Catellus identified specific home types like Garden Court homes and Custom Homes as prime opportunity to include small local builders sending out more than 100 RFPs
 - Saldana Homes
 - The Muskin Company
 - Wes Peoples Homes
 - Centerra Homes
- Senior Affordable Multi-family RFP included diverse builders
 - DMA Development, LLC an M/WBE was selected
- Process is repeated for new products in future sections

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Employment

- Catellus aims to attract employers with diverse job offerings to locate at Mueller
 - Over 4,800 people now work at Mueller
- Catellus aims to collaborate with major employers sharing diverse hiring strategies.
 - H-E-B created in-store flyers by department to direct prospects through the hiring process



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Community Outreach

Outreach efforts encourage diversity of Mueller contractors, business owners, employees and residents through:

- **Presentations to community groups**
- **Participation in community events**
- **Events hosted by Catellus – includes Contractor Fair in August 2015**
- **Direct outreach (one-on-one) with prospects and stakeholders**
- **Advertising/appearing in minority media**
- **Presentations to city boards and commissions**



Community Outreach

- **Community presentations and participation include:**
 - PeopleFund and East Austin Economic Summit
 - BiGAustin
 - Hispanic Chamber of Commerce
 - Asian Chamber of Commerce
 - Austin Independent Business Alliance
 - KAZI-FM • NOKOA • La Prensa • ¡Ahora Sí!
 - Black MBA Network

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M U E L L E R



Looking South



Mueller

Image # 151217 6107
Aero Date : 12.17.2015
Photo 888.542.0231



Looking East



Mueller

Image # 151217 6113
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Photo 888.542.0231



Looking North



Mueller

Image # 151217 6110
Date : 12.17.2015
Photo 888.542.0231



Looking West



Mueller

Image # 151217 6109
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