

Diversity at Mueller

M/WBE
Participation and Outreach

Mueller Commission
April 11, 2017

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

4-11-2017

M U E L L E R

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

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

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.

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

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

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

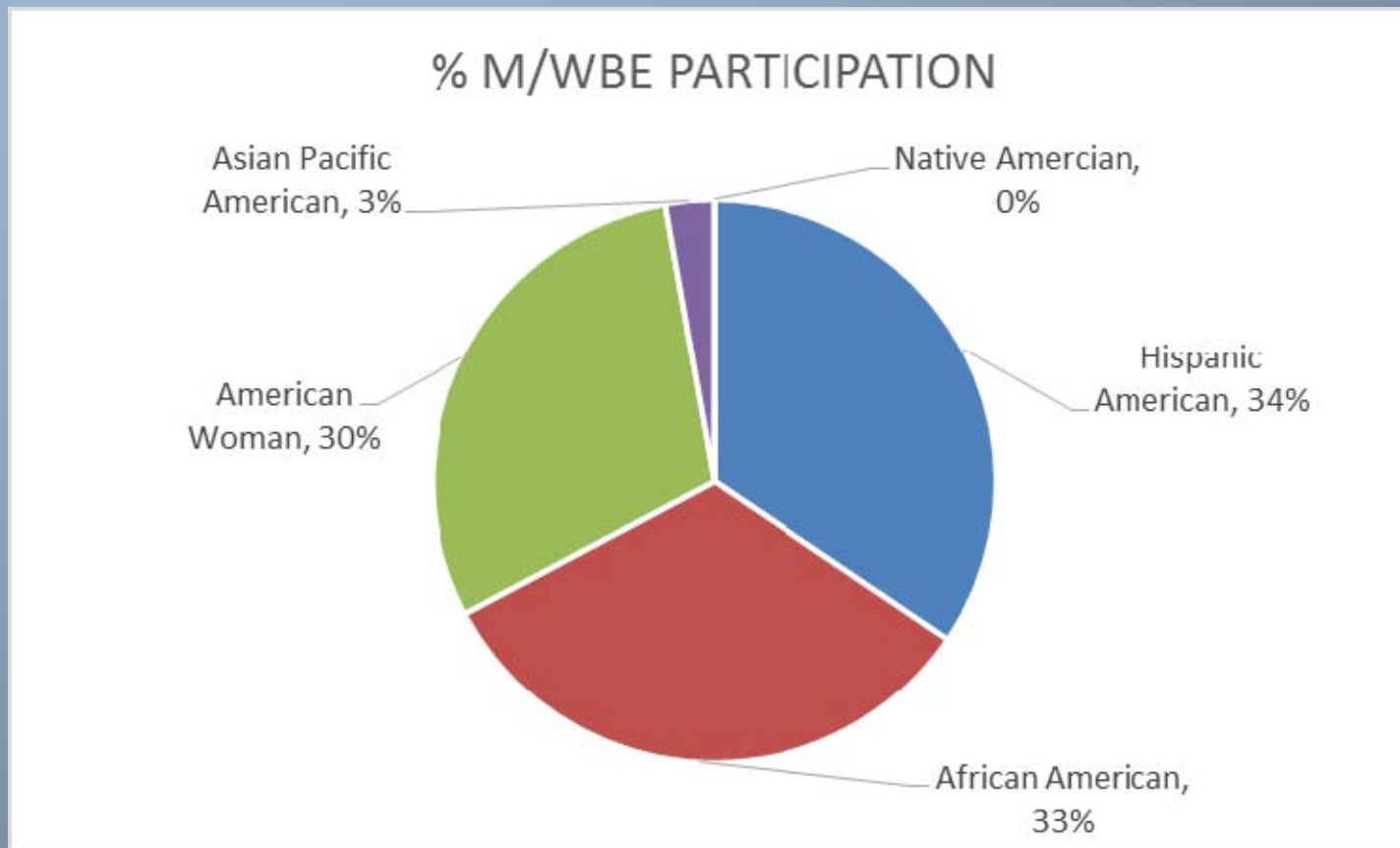
Master Developer Results

Through November 30, 2016

- M/WBE contracts:
 - \$35.439 million — 26.12%
- Dollars paid to M/WBEs:
 - \$33.798 million
- Number of M/WBEs:
 - 79 businesses



Master Developer Results



TOTAL Contracts paid thru 11/30/16: \$33,797,600

4-11-2017

M U E L L E R

Future Development:



Next residential & commercial phases:

- Earthwork
- Utilities
- Roads
- Landscaping
- Parks

4-11-2017

M U E L L E R

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.

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:**
 - Cinema Building
 - **Shell construction 19% M/WBE contracts**
 - **Professional services 2% M/WBE contracts**
 - Diamond Building
 - **Shell construction 22% M/WBE contracts**
 - **Professional services 47% M/WBE contracts**

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



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



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
- Affordable Multi-family RFP included diverse builders
 - DMA Development, LLC an M/WBE selected for two projects
- Process is repeated for new products in future sections

Small Business Diversity: Retail

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

- Fashionique
- Xian Sushi
- Torchy's
- Gino's Vino
- Tiff's Treats
- Brikham Yoga
- Kyoten Sushiko
- Simplifiers
- Paloma
- Mosaic Market
- TrainLifeFit
- R. Todd Fisher Barber Shop
- Bribery Bakery
- Haute European Salon
- Toy Dojo
- J.T. Youngblood's
- B.B. Riley's Irish Pub



- Future Opportunities & Marketing plans:

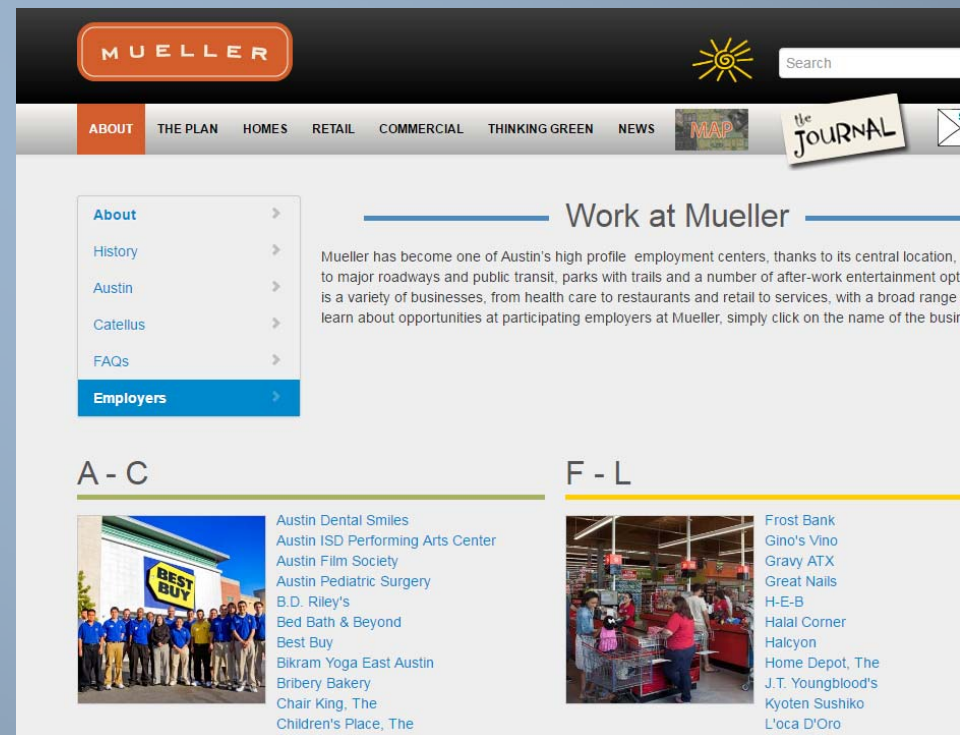
- Continued and expanded outreach to M/WBEs
- MDA requires good-faith efforts to recruit 30% locally owned businesses for Town Center

4-11-2017

M U E L L E R

Employment

- Catellus aims to attract employers with diverse job offerings to locate at Mueller
 - Estimated 5,000 people now work at Mueller
- Catellus aims to collaborate with major employers sharing diverse hiring strategies.
 - Promotion of hiring activity - to surrounding neighborhoods
 - Web page with direct link to Mueller employers



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 – including Contractor Fairs**
- **Direct outreach (one-on-one) with prospects and stakeholders**
- **Advertising/appearing in minority media**
- **Presentations to city boards and commissions**

FORME PARTE DEL EQUIPO MUELLER.



EL TRABAJO DE CONSTRUCCIÓN ESTARÁ INCREMENTANDO EN MUELLER!

¿Quieres seguir aunar esfuerzos y crecer en
 el campo de la construcción en Mueller? Con
 Catellus y Mueller podrás unirte a una gran
 oportunidad de crecimiento profesional y
 personal. Juntos podremos construir el futuro
 de la zona.

BOSS: Necesitamos a alguien con experiencia en
 el campo de la construcción para liderar el
 equipo de construcción en la zona.

CHIEF: Necesitamos a alguien con experiencia en
 el campo de la construcción para liderar el
 equipo de construcción en la zona.

FOR GR: Necesitamos a alguien con experiencia en
 el campo de la construcción para liderar el
 equipo de construcción en la zona.

MUELLER

CATELLUS

MUELLERAUSTIN.COM

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