The Mueller Vision & Catellus Goals

- 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 MBE/WBE and local businesses

- MBE/WBE business efforts coordinate with overall community diversity efforts

**Additional Catellus Goals:**

- Strive for maximum participation by MBE/WBE contractors for design and construction of infrastructure
- Create conditions for MBE/WBE investors and tenants to succeed
- Continue to work with community stakeholders
- Go beyond the MDA resolution to collaborate with third-party developers
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 and commercial sites are sold to third-party developers
Catellus policy for master developer projects:

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

Catellus procedures for master developer projects:

• Catellus delivers bid documents to:
  o City of Austin SMBR Department for distribution to city plan room
  o 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 MBE/WBEs of subcontracting opportunities

• Prime contractors must document good-faith efforts before Catellus will execute contract
Master Developer Results

Through May 31, 2019:

- MBE/WBE contracts to date: **$44.9 million** — **26.8% of total**
- Dollars paid to MBE/WBEs: **$44.7 million**
- Number of MBE/WBEs: **90+ businesses**

% MBE/WBE PARTICIPATION

- Woman: **32%**
- African American: **27%**
- Hispanic American: **39%**
- Native American: **0.03%**
- Asian Pacific American: **2%**
Next residential and commercial phases:

- Earthwork
- Utilities
- Roads
- Landscaping
- Aldrich St.
- Parks
Third-Party Policy & Procedures

• Above and beyond the MDA requirements, private and third-party projects are encouraged to comply with MDA requirements

• Encouraged to maximize MBE/WBE participation; for example:
  o Homebuilders and multifamily developers
  o Institutional users like Seton’s Dell Children’s Medical Center
  o Civic users like AISD Performing Arts Center

• POA manager to demonstrate good-faith effort to contract with MBE/WBEs for services

• As a “third-party” vertical developer, Catellus practices:
  o Prime contractors invited to bid based on capabilities and past performance
  o Bids required to include MBE/WBE participation percentage; important part of evaluation criteria
  o Contractors have flexibility on how they solicit MBE/WBEs: direct solicitation, advertising, plan rooms (similar to MDA process)
  o Catellus provides support to help subcontractors get certified
Community Outreach

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

- Presentations, participation for community groups
- 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

In 2019:

- Engaged Haynes-Eaglin-Waters (Cloteal Haynes)
- Austin Black Contractors Association briefing
- Asian Contractor Association briefing
- Hispanic Contractors briefing was scheduled
- Hosted a networking event (40 RSVPs, approx. 30 attended)
- Utilized City’s minority- and women-owned business database to notify firms of bid opportunities
- Hosted pre-bid sessions for:
  - Austin Energy building
  - Section 11 residential
  - Neighborhood park on Philomena