



**RCA
CITY OF AUSTIN
RECOMMENDATION FOR COUNCIL ACTION**

AGENDA ITEM NO.: 58
AGENDA DATE: Thu 12/02/2004
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SUBJECT: Approve a resolution adopting the City's M/WBE Mueller Outreach Plan for marketing and outreach efforts to encourage and maximize opportunities for minority and women business participation in the Mueller Property (formerly the Robert Mueller Municipal Airport).

AMOUNT & SOURCE OF FUNDING: N/A

FISCAL NOTE: There is no unanticipated fiscal impact. A fiscal note is not required.

REQUESTING Law
DEPARTMENT:

**DIRECTOR'S
AUTHORIZATION:** Marty Terry

FOR MORE INFORMATION CONTACT: Sue Edwards, Director / 974-7820; Alison Gallaway, Assistant City Attorney / 974-2671

PRIOR COUNCIL ACTION: N/A

BOARD AND COMMISSION ACTION: N/A

PURCHASING: N/A

MBE / WBE: N/A

The process of redeveloping the former Robert Mueller Municipal Airport (now known as Mueller) has taken many years. It began with building consensus of what the project should look like to the neighbors most impacted by both the previous use as an airport and the to be developed use as a dense, urban, mixed-use neighborhood.

The next step was finding the right developer that would be committed to the City's goals. After a long and involved search process, *Catellus Development Corporation* emerged as the entity that the City was authorized to negotiate with. During the process of negotiations, Catellus Development Corporation created Catellus Austin, LLC to actualize the development.

After two years of negotiating, we are pleased to announce that a Master Development Agreement ("MDA") has been agreed to. The MDA has many attachments, one of which sets out the City's M/WBE policy for Mueller. We recommend that the resolution adopting the M/WBE policy for Mueller be approved.

RESOLUTION NO. 04

WHEREAS, the City of Austin (“City”) and Catellus Austin, LLC (“Catellus”) have entered into a Master Development Agreement for Catellus to redevelop the former Robert Mueller Municipal Airport site, now known as Mueller; and

WHEREAS, both Catellus and the City are committed to strong minority and women based enterprises participation in the redevelopment of Mueller; and

WHEREAS, the neighborhoods surrounding Mueller are historically majority minority neighborhoods; and

WHEREAS, the City has always envisioned that economic development and jobs would arise from the Mueller redevelopment in the surrounding neighborhoods; and

WHEREAS, small business is the largest employer of women and minorities in the State of Texas; and

WHEREAS, a strong marketing program informing minority and women businesses of economic development and employment opportunities will increase their potential participation in these opportunities; and

WHEREAS, participation of minority and women businesses in employment opportunities at Mueller realizes the City’s vision for the surrounding neighborhoods; and

WHEREAS, Catellus shares the City’s vision of opportunity for minority

and women businesses to participate in Mueller; and

WHEREAS, Catellus achieved a high level of participation in its contracts to construct infrastructure for Dell Children's Medical Center of Central Texas, including water and wastewater lines and streets, using the guidelines set forth below; **NOW, THEREFORE**,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

SECTION 1. That the following three phase marketing and outreach effort to target minority and women business participation in the Mueller project ("Mueller Outreach Plan") is adopted:

- A. Encourage and maximize opportunities for utilization of minority and women businesses in design and construction of Mueller projects.
- B. Encourage minority and women businesses participation in Mueller investment opportunities.
- C. Encourage investors, developers, and business employers to bring new employment opportunities to the neighborhoods around Mueller rather than moving all existing employees to Mueller.

SECTION 2. That the following strategies, under Phase One of the Mueller Outreach Plan, are to be used by Catellus in an effort to encourage and maximize opportunities for minority and women business contractor utilization in design and construction projects at Mueller are adopted:

- A. Analyze subcontracting opportunities on projects and encourage prime

contractors through established policy directives to utilize available M/WBEs in the market.

- B. Require this M/WBE policy be a part of the prime contractors' contract documents.
- C. Assess each project based on the City of Austin's commodity code system and M/WBE contractor databases to ascertain market capacity for subcontracting opportunities.
- D. Assist prime contractors through direct outreach efforts to the minority and women contractor stakeholder groups and individual businesses.
- E. Utilize an inclusive approach to identify trade specific M/WBE firms.
- F. Make initial contact with M/WBE stakeholders and groups; organize opportunities for primes and subcontractors to network and become informed on important project dates and where to acquire additional information.
- G. Deposit contract documents at each of the M/WBE contractor associations as well as the City of Austin Department of Small Minority Business Resources.
- H. Require Letters of Intent and Compliance Plans with bid submissions.
- I. Monitor Mueller project on an on-going basis for meeting the contract goals as stated in the M/WBE Subcontractor Compliance Plan ("CSP") and making replacements if deemed necessary during the

contract period goals.

SECTION 3. That the following strategies, under Phase Two of the Mueller Outreach Plan, are to be used by Catellus to encourage opportunities for the participation of certified M/WBEs, minority and women businesses in Mueller investment opportunities, are adopted:

- A. Provide a copy of the Master Plan Document to the City of Austin, Department of Small and Minority Business Resources, which will also be posted on the City website.
- B. Analyze Master Plan for component projects where M/WBE businesses and developers can participate.
- C. Research and market investment opportunities to M/WBE investors and developers.
- D. Solicit M/WBE tenants in retail/commercial/residential components.

SECTION 4. That the following strategies, under Phase Three of the Mueller Outreach Plan, are to be used to encourage opportunities for investors, developers, and employers to hire women and minorities at Mueller are adopted:

- A. Encourage and/or assist component investors and developers to utilize M/WBE businesses in design and construction.
- B. Encourage hiring to be reflective of community diversity.
- C. Request component investors and developers to make contracting opportunities available through the Mueller website at <http://www.muelleraustin.com> and the City's Department of Small

and Minority Business Resources.

SECTION 5. That the Marketing and Outreach method under the Mueller Outreach Plan, for the redevelopment of Mueller, which will entail, but not be limited to, personal contact and dissemination of information to businesses and stakeholders, development of mail-out materials (including explanation of general types of work to be performed) and future networking opportunities, is adopted.

ADOPTED: _____, 2004

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ATTEST: _____

Shirley A. Brown
City Clerk