

# MBE/WBE Update to RMMA PIAC: October 16, 2020

MUELLER



# The Mueller Vision & Catellus Goals

M U E L L E R

- 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

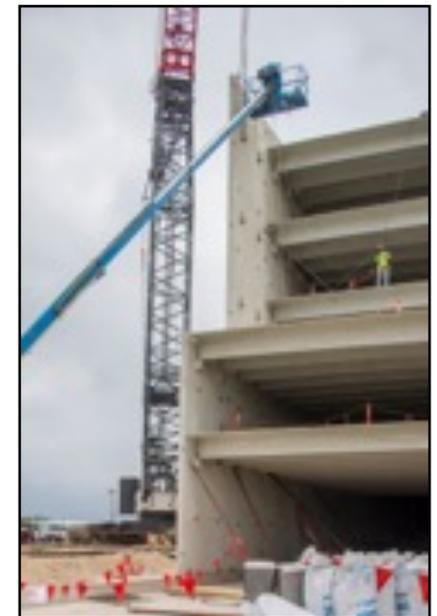
## Additional Catellus Goals:

- 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



## 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:

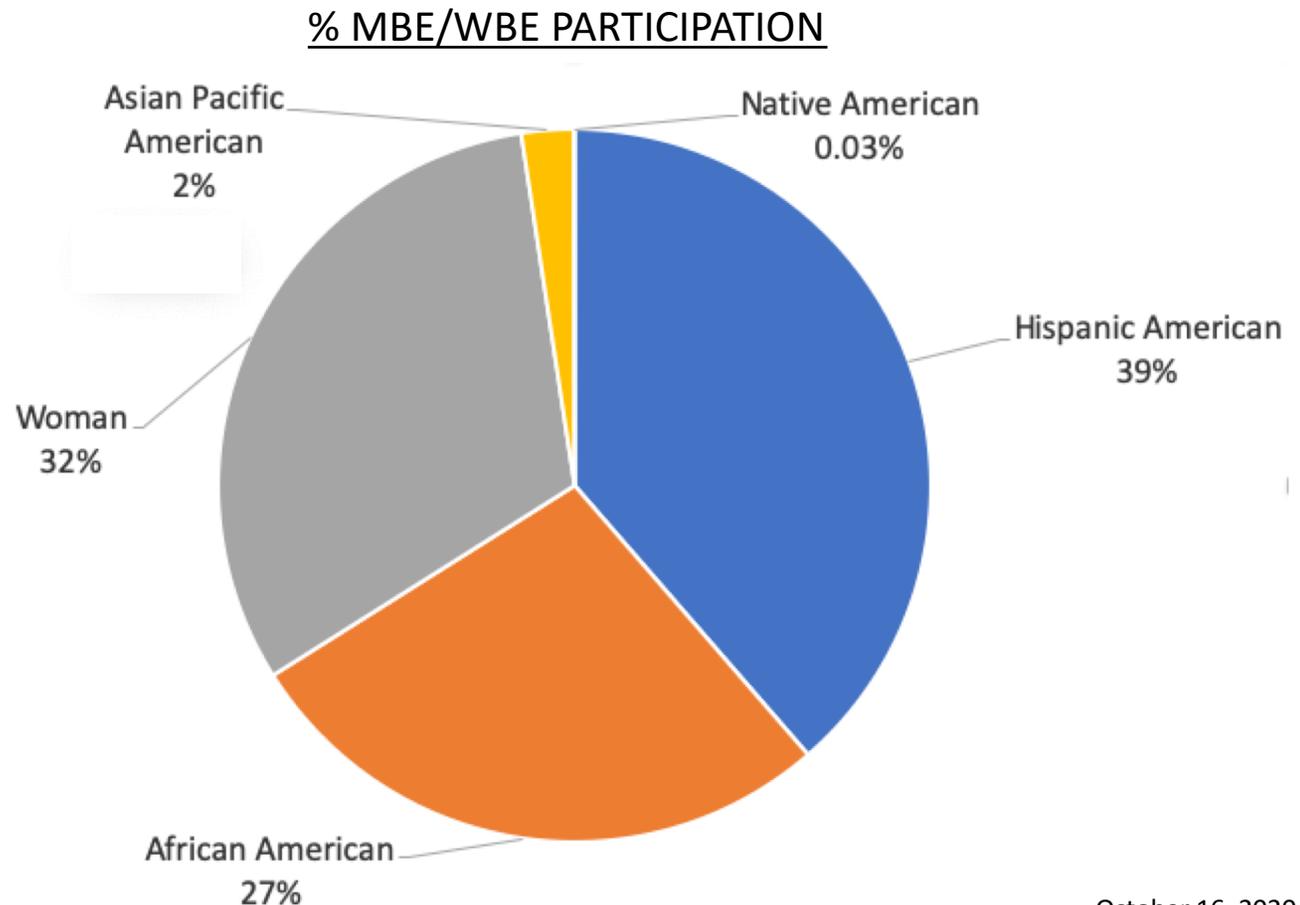
- Catellus delivers bid documents to:
  - City of Austin SMBR Dept. for distribution to city plan room
  - Other area plan rooms:
    - US Hispanic Contractors Association de Austin
    - Austin Black Contractors Association
    - Austin United Metropolitan Black Contractors' Association
    - Asian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



# Master Developer Results

Through May 31, 2020:

- MBE/WBE contracts to date: **\$47.96 million — 23.8% of total**
- Dollars paid to MBE/WBEs: **\$45.5 million**
- Number of MBE/WBEs: **90+ businesses**



- Commercial area alley construction  
4<sup>th</sup> quarter 2020
- Southeast Greenway Park  
1<sup>st</sup> quarter 2021
- Park along Margarita Street  
1<sup>st</sup> quarter 2021
- Park along Cepeda Street  
1<sup>st</sup> quarter 2021



# Third-Party Policy & Procedures

M U E L L E R

- 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:
  - Homebuilders and multifamily developers
  - Institutional users like Seton's Dell Children's Medical Center
  - 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:
  - Prime contractors invited to bid based on capabilities and past performance
  - Bids required to include MBE/WBE participation percentage; important part of evaluation criteria
  - Contractors have flexibility on how they solicit MBE/WBEs: direct solicitation, advertising, plan rooms (similar to MDA process)
  - Catellus provides support to help subcontractors get certified



**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 2020:**

- Continue to engage with Haynes-Eaglin-Waters (Cloteal Haynes)
- Hispanic Contractors briefings twice
- Utilized City's minority- and women-owned business database to notify firms of bid opportunities
- Austin Energy project bids April and September



*August 28, 2019  
Networking Event*

# September 2020 Aerials

M U E L L E R

Facing north



# September 2020 Aerials

MUELLER

Facing south



# September 2020 Aerials

M U E L L E R

Facing east



# September 2020 Aerials

M U E L L E R

Facing west

