



# Meeting Agenda

## PBIA Advisory Board

City Hall  
601 4th Avenue E  
Olympia WA 98501

Contact: Jennica Machado  
360.753.8591

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**Wednesday, February 4, 2026**

**11:30 AM**

**Room 207**

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**1. CALL TO ORDER**

**1.A ROLL CALL**

**2. APPROVAL OF AGENDA**

**3. APPROVAL OF MINUTES**

**4. PUBLIC COMMENT**

*During this portion of the meeting, community members may address the Advisory Committee or Commission regarding items related to City business, including items on the Agenda. In order for the Committee or Commission to comply with Public Disclosure Law for political campaigns, speakers will not be permitted to make public comments before the Committee or Commission where the speaker promotes or opposes a candidate for public office or a ballot measure.*

**5. ANNOUNCEMENTS**

**6. BUSINESS ITEMS**

**6.A** [26-0102](#) Uncommon Bridges Preliminary Evaluation Overview

**7. REPORTS**

**8. OTHER TOPICS**

**9. ADJOURNMENT**

### Upcoming

### Accommodations

*The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Advisory Committee meeting, please contact the Advisory Committee staff liaison (contact number in the upper right corner of the agenda) at least 48 hours in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State Relay Service at 7-1-1 or 1.800.833.6384.*



## PBIA Advisory Board

### Uncommon Bridges Preliminary Evaluation Overview

**Agenda Date:** 2/4/2026  
**Agenda Item Number:** 6.A  
**File Number:**26-0102

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**Type:** report   **Version:** 1   **Status:** In Committee

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#### **Title**

Uncommon Bridges Preliminary Evaluation Overview

#### **Recommended Action**

Recommend City Council accept the PBIA evaluation recommendations as presented.

#### **Report**

##### **Issue:**

Whether to accept the recommendations put forth by Uncommon Bridges and provide City Council with their recommendation.

#### **Staff Contact:**

Jennica Machado, Economic Development Director, Community Planning & Economic Development,  
360.753.8591

#### **Presenter(s):**

Brian Scott, Founding Partner, Uncommon Bridges

#### **Background and Analysis:**

During the September 3, 2025 meeting, the PBIA Advisory Board unanimously voted to move forward with the RFP presented by City staff to hire a consultant to conduct an evaluation of the Parking Business Improvement Area. After a selection process was conducted, Uncommon Bridges was the candidate selected to conduct the evaluation. Uncommon Bridges first met with the PBIA Board November 5, 2025 to kickstart the project.

Uncommon Bridges will present an updated overview of their evaluation findings that have been developed after months of stakeholder engagement and research. The presentation will include recommendations for administrative changes, rate structure, and implementation.

#### **Climate Analysis:**

The presentation of findings for the PBIA does not directly impact climate goals but could influence future decisions affecting climate sustainability downtown.

#### **Equity Analysis:**

The PBIA evaluation incorporated targeted stakeholder engagement to gather input from a diverse range of stakeholders to ensure multiple perspectives were reflected in the analysis.

**Neighborhood/Community Interests (if known):**

The downtown Olympia neighborhood may be interested considering it directly impacts funding to support downtown cleanliness, safety, beautification, and overall economic vitality in the area. Additionally, downtown business owners will be directly impacted if there are any eventual changes in PBIA fees.

**Options:**

- 1. Do not make a recommendation.**
- 2. Recommend City Council accept the PBIA evaluation recommendations as presented.**
- 3. Recommend City Council accept the PBIA evaluation recommendations with revisions.**
- 4. Recommend that City Council not accept the PBIA evaluation recommendations.**

**Financial Impact:**

The evaluation is being conducted by contractor, Uncommon Bridges. The contract is not to exceed \$30,000 and is funded by the City's annual budget. The project is assessing the PBIA fund and will identify recommendations for changes to its fee structure