



Parking and Business Improvement Area Evaluation (PBIA)

OVERVIEW

The purpose of this Request for Proposals (RFP) is for the City of Olympia (City) to solicit proposals from a qualified consultant to conduct an evaluation of the Parking and Business Improvement Area (PBIA). The Parking and Business Improvement Area is a business improvement district established to support the creation of a vibrant, dynamic business environment in downtown Olympia. The evaluation will consider the PBIA's governance, program structure, financial framework, administrative practices, and overall effectiveness in meeting downtown business priorities. This includes assessing the role and function of the advisory board, how rates are determined, and how the program is administered. The consultant will provide actionable recommendations to ensure the PBIA is equitable, sustainable, and effective in supporting downtown Olympia's business community and economic development goals.

The City of Olympia is committed to being an inclusive, affirming, and equitable place for our community members and staff to live, play, and work. We adhere to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. We strongly encourage proposals from minorities, women, and disadvantaged business enterprises.

The deadline for submission of proposals is September 26, 2025 at 5:00 p.m. Pacific Time. Earlier responses are welcome. **Only electronic proposals will be accepted.**

BACKGROUND

The PBIA Advisory Board was established to develop an annual recommendation for the City Council about how to invest the PBIA Fund, and to serve as a communication link between downtown businesses (ratepayers) and the City of Olympia government. In recent years, concerns have grown around the equity of the assessment structure and administrative complexity. The PBIA Advisory Board set the 2025 rates at zero to provide time to evaluate the current PBIA model and explore potential improvements or alternatives.

This work aligns with the City's broader economic development efforts around downtown revitalization and business engagement. While the City has not conducted a comprehensive evaluation of the PBIA in recent years, this moment presents an opportunity to assess improvements or alternatives that may better serve current and future needs. Relevant data, including historical PBIA information will be provided. Council approval may be required for the implementation of any recommended model, though it is not required for this contract.

PRELIMINARY SCOPE OF WORK

Objectives

- Summarize PBIA history, challenges, and funding structure
- Conduct downtown stakeholder engagement events and gather feedback (interviews, focus groups, surveys, etc.)
- Evaluate the PBIA to address the following elements: Structure of the program, role of the advisory board, rate structure, methods for identification and tracking of ratepayers, fee collection processes, and administration and management
- Provide actionable recommendations that align with downtown business needs, Olympia's size, administrative capacity, and economic development priorities
- Deliver a final report and roadmap for implementation

Tasks

1. Project Kickoff and Background Review

- Meet with City staff to confirm project goals, priorities, and constraints
- Review PBIA program history, governance framework, funding structure, stakeholder feedback, administrative processes and implementation practices

2. Stakeholder Engagement

- Design and implement an inclusive and equitable engagement process, which may include:
 - Interviews and/or focus groups with downtown business owners, property owners, PBIA board members, community stakeholders, and City of Olympia staff
- One or more listening sessions
- An online survey to capture broader input from the downtown business community

3. Comprehensive PBIA Evaluation

- Assess governance and the advisory board's role
- Examine organizational structure, ratepayer identification and tracking, and fee collection methods
- Evaluate PBIA's governance structure, advisory board role, rate structure, ratepayer identification and tracking methods, fee collection processes, and overall administration and management Identify strengths, challenges, and opportunities for reform or improvement

4. Synthesis and Recommendations Development

- Integrate stakeholder input with evaluation findings
- Review best practices from comparable communities
- Develop clear, actionable recommendations to strengthen the PBIA and align with Olympia's downtown business priorities and economic development goals

Deliverables

1. Comprehensive PBIA Evaluation Report

- A written report presenting findings from the evaluation of PBIA's governance structure, advisory board role, rate structure, ratepayer identification and tracking methods, fee collection processes, and overall administration and management

2. Final Recommendations and Roadmap

- Actionable recommendations for PBIA governance, financial framework, administration, and implementation
- If applicable, recommendations on alternative models
- Considerations for equity, sustainability, and administrative capacity
- A phased roadmap for implementation, identifying priority actions, transition steps, and potential risks

3. Presentation of Findings

- Draft and final presentations delivered to City staff, PBIA Advisory Board, and City leadership
- Provide presentation materials suitable for public communication and Council updates

PROJECT SCHEDULE

The anticipated project timeline is as follows:

- **Project kickoff:** October 2025
- **Stakeholder engagement:** October – Mid November 2025
- **Research and alternatives analysis:** November 2025
- **Draft recommendations and presentation:** Early December 2025
- **Final report and transition roadmap:** Late December 2025
- **Project completion date:** December 31, 2025

Response Time

Upon the City's request for PBIA consultant services, it is expected that the consultant will be able to complete the requested service within the timeframe of October 10, 2025 to December 31, 2025.

Reference Documents

- Reference materials from past PBIA projects will be made available to the selected consultant.

QUESTIONS

For questions about this RFP, please contact the RFP Coordinator via email at **jmachado@ci.olympia.wa.us**. The email subject line should contain the verbiage “Questions regarding the PBIA Consultant.” Questions via telephone will not be accepted. All questions to this proposal must be sent to the RFP Coordinator via email by **September 19, 2025 at 5:00 p.m. Pacific Time**. Questions received after this date may not be answered.

All questions will be answered via an addendum posted on the City of Olympia website.

To Make Public Records Request: To obtain records related to this RFP via a public records request, please visit our [Public Records webpage](#). Public records fees apply.

SCHEDULE

The following schedule outlines the anticipated timeline of the RFP process, including submission deadlines and award schedule. The City reserves the right to modify this schedule at its discretion; deadlines for questions and submissions will never shorten.

SCHEDULE DATES	DATE
Issuance of Request for Proposal (RFP)	September 8, 2025
Deadline for questions from Proposers	September 15, 2025 @ 5pm
Issuance of responses to questions with Question & Answer addendum from City	September 19, 2025
Proposal responses due	September 26, 2025 @ 5pm
Finalist(s) selected and notified (Tentative)	October 7, 2025
Selection Notification (Tentative)	October 10, 2025

FINALIST INTERVIEWS

If deemed necessary, finalist interviews are expected to be held October 6, 2025. This schedule is subject to change.

IDEAL CANDIDATE

The ideal candidate will have strong experience facilitating stakeholder engagement processes, particularly with diverse business communities. They will be skilled in building trust, navigating differing perspectives, and synthesizing input into clear, actionable recommendations. The candidate should have demonstrated ability to conduct organizational or program evaluations. Experience with business improvement areas, downtown revitalization, or economic development is a plus. Documentation of valid City and State business license is required as part of the contract initiation process.

CONTRACT AWARD AMOUNT

Compensation will be negotiated up to \$30,000, based on the proposed scope of work and consultant qualifications. Price will be considered as part of the selection criteria.

PROPOSAL REQUIREMENTS

Proposals must be submitted as a PDF file. Proposals shall be limited to a total of 20 pages, not including the proposal submittal forms attached as Exhibit "A" to this RFP.

The proposal must include the following:

1. Name of firm, including legal name and DBA.
2. Contact information for key staff, including full names, titles, mailing addresses, email addresses, and phone numbers.
3. Legal and Business Requirements:
 - a. Proof of a valid Washington State business license
 - b. Proof of a valid City of Olympia business license (or commitment to obtain prior to contract execution).
4. Qualifications of Key Personnel
 - Relevant experience, including examples of work on similar projects

5. Explanation of approach to the project:
 - a. The consultant will review the PBIA's history, challenges, and funding; engage downtown stakeholders for input; evaluate the PBIA; and deliver practical recommendations tailored to Olympia. The project will conclude with a final report and an implementation roadmap.
 - b. State of the understanding of the scope of work.
 - c. Availability to begin work on project and/or response time for a request for service October 10, 2025.
 - d. Work plan and timeline demonstrating ability to complete the project by December 31, 2025.
6. Portfolio
 - List of relevant work examples
7. References:
 - Consultant references
8. A detailed price proposal that includes a breakdown of all costs that may be incurred by the City. Please note that any additional charges not included in the proposal may not be accepted on future invoices, unless the charges are the result of changes requested by the City and approved before said charges are incurred.
9. The completed proposal submittal forms, attached to this RFP as Exhibit A.

PROPOSAL EVALUATION

The scoring for the proposal requirements is as follows:

Criteria	Maximum Points
Understanding of PBIA goals, context, and evaluation scope	15
Pricing	10
Stakeholder engagement approach	15
Evaluation and analysis experience	25
Quality of past work	10
Proposed work plan and overall clarity of proposal	25
Total possible score	100

PROPOSAL SUBMISSION

Proposals shall be submitted to the City by email to Jennica Machado, RFP Coordinator, at jmachado@ci.olympia.wa.us. **Only emailed submissions will be accepted.**

The deadline for submission of proposal is **September 26, 2025**. The timestamp of the City of Olympia email system will be considered the official time of submittal. Proposals submitted after this deadline will not be accepted. Any errors discovered after RFP submission deadline must remain and cannot be adjusted.

CONTRACT

The City anticipates awarding *one (1) contract* to the successful respondent for a duration of October 10, 2025 to December 31, 2025.

The City of Olympia's [Professional Service Agreement](#) will be the contract document for these services. It is expected that firms are familiar with and willing to agree to the terms of the agreement when submitting a proposal. The executed agreement shall reflect the specifications stated in this RFP, the proposal of the chosen respondent, and the agreed upon pricing and scope of work between the City and the selected firm. The City will not sign any company's service agreement, contract or any other form of agreement. The City does reserve the right to extract certain language from a company's agreement and incorporate it into the City contract, if agreed upon by both parties. The Agreement may be amended upon the mutual written agreement of the City and the respondent.

PAYMENT FOR SERVICES

Payment for services will be made in accordance with the fee schedule/milestone payment schedule agreed upon in the contract and a voucher or invoice is submitted in the form specified in the contract, and the same is approved by the appropriate City representative. Payment shall be made on a monthly basis, within thirty (30) days after receipt of such voucher or invoice.

INSURANCE

The selected firm must procure and maintain for the duration of this Agreement insurance that meets or exceeds the following limits:

- Automobile Liability insurance with a minimum combined single limit for bodily injury and property damage of \$1,000,000 per accident.
- Commercial General Liability insurance shall be written with limits no less than \$2,000,000 each occurrence and \$2,000,000 general aggregate.
- Professional Liability insurance shall be written with limits no less than \$1,000,000 per claim and \$1,000,000 policy aggregate limit.

- Workers' Compensation coverage as required by the Industrial Insurance laws of the State of Washington.

The City of Olympia, its officers, officials, employees, and volunteers must be included as additional insureds on the Commercial General Liability policy and any umbrella policies that apply to the CGL coverage.

A Certificate of Insurance and corresponding Additional Insured Endorsement form(s) must be provided to and approved by the City before work can begin.

The cost of such insurance shall be paid by the Vendor.

Please refer to Section 11 of the [Professional Services Agreement](#) to review the full insurance requirements.

TITLE VI

The City of Olympia, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all respondents that it will affirmatively ensure that any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

TERMS AND CONDITIONS

1. All proposals will be reviewed by the City to determine compliance with the requirements of this RFP. Failure to meet any requirement may result in the proposal being deemed non-responsive.
2. Submitting a proposal does not obligate the City to award a contract or reimburse any costs incurred in the preparation or presentation of the response, including but not limited to site visits, interviews, or demonstrations.
3. All proposals and accompanying documentation submitted in response to this RFP become the property of the City and are subject to public disclosure under Washington State law.
4. Proposals must remain valid for ninety (90) days following the submission deadline.
5. Respondents are solely responsible for ensuring receipt of the most current RFP and all issued addenda.

6. Respondents must promptly notify the City of any ambiguities, inconsistencies, or errors in the RFP. Failure to do so will be interpreted as acceptance of the RFP as written.
7. The City reserves the right to reject any or all proposals; waive minor informalities or irregularities; request additional information for evaluation purposes; revise or amend the RFP through written addenda; negotiate final terms with the selected respondent(s); and decline to award a contract as a result of this RFP.
8. Any resulting agreement will be in a format provided by the City and will reflect the requirements of this RFP.
9. The selected consultant must obtain a City of Olympia business license prior to contract execution.
10. A certificate of insurance meeting the requirements in the City's Professional Services Agreement must be submitted upon notification of award.
11. The selected respondent must comply with all applicable federal, state, and City regulations, including labor laws.
12. Any resulting contract shall be governed by the laws of the State of Washington, with legal actions brought in Thurston County, Washington.
13. By submitting a proposal, the respondent acknowledges the City's right to manage the solicitation process in accordance with applicable laws and agrees to follow any formal protest procedures set forth in the RFP.
14. Proposals may be modified by the respondent prior to the submission deadline by providing written notice to the RFP Coordinator.
15. Proposals may be withdrawn by the respondent by providing written notice to the RFP Coordinator.
16. Respondents must disclose any existing or potential conflicts of interest that may arise from their involvement in this project. The City reserves the right to disqualify any respondent due to a conflict of interest.

Exhibit "A" – Proposal Submittal Forms

COMPLIANCE WITH NONDISCRIMINATION REQUIREMENT FORM

The Olympia City Council has made compliance with the City's *Nondiscrimination in Delivery of City Services or Resources* ordinance (OMC 1.24) a high priority, whether services are provided by City employees or through contract with other entities. It is important that all contract agencies or vendors and their employees understand and carry out the City's nondiscrimination policy. Accordingly, each City agreement or contract for services contains language that requires an agency or vendor to agree that it shall not unlawfully discriminate against an employee or client based on any legally protected status, which includes but is not limited to: race, creed, religion, color, national origin, age, sex, marital status, veteran status, sexual orientation, gender identity, genetic information, or the presence of any disability. Unlawful discrimination includes transphobic discrimination or harassment, including transgender exclusion policies or practices in health benefits.

Listed below are methods to ensure that this policy is communicated to your employees, if applicable.

- Nondiscrimination provisions are posted on printed material with broad distribution (newsletters, brochures, etc.).
- Nondiscrimination provisions are posted on applications for service.
- Nondiscrimination provisions are posted on the agency's web site.
- Nondiscrimination provisions are included in human resource materials provided to job applicants and new employees.
- Nondiscrimination provisions are shared during meetings.

Failure to implement at least two of the measures specified above or to comply with the City of Olympia's nondiscrimination ordinance constitutes a breach of contract.

By signing this statement, I acknowledge compliance with the City of Olympia's nondiscrimination ordinance by the use of at least two of the measures specified above.

(Signature)

(Date)

Print Name of Person Signing

Alternative Section for Sole Proprietor: I am a sole proprietor and have reviewed the statement above. I agree not to discriminate against any client, or any future employees, based on any legally protected status.

(Sole Proprietor Signature)

(Date)

PROPOSAL SIGNATURE SHEET

Solicitation Name: _____

Legal Name: _____

Business Name: _____

Address: _____

Unified Business Identifier (UBI) No.: _____

M/W/DBE Certification No. (If Applicable): _____

For questions regarding this proposal, the City RFP Coordinator should contact the following individual:

Name: _____

Telephone No.: _____

Email Address: _____

Signature of Authorized Official

The Consultant is hereby advised that by signature of this proposal, they are deemed to have acknowledged all requirements and signed all certificates contained herein.

Signature: _____

Name of Person Signing: _____

Title: _____

Date: _____

Email Address: _____