

Memorandum

REPORT TO: Bozeman Downtown Business Improvement District Board

FROM: MacLaren Latta, Indigo West LLC, maclaren@indigo-west.com

SUBJECT: Downtown Bozeman Parking: Data, Audience Insights & Opportunities

MEETING DATE: July 15, 2026

AGENDA ITEM TYPE: Plan/Report/Study

RECOMMENDATION: Receive presentation.

STRATEGIC PLAN: 1.2 Community Engagement: Broaden and deepen engagement of the community in city government, innovating methods for inviting input from the community and stakeholders.

BACKGROUND: The Downtown Urban Renewal District (DURD), in partnership with the City of Bozeman, retained Indigo West to develop a long-term Downtown Parking Vision Plan focused on data-driven strategies to improve the downtown parking experience. Over the past several months, the project has included stakeholder interviews, analysis of parking utilization and visitation data, and a community survey with more than 1,300 respondents to better understand parking perceptions, challenges, and opportunities.

This presentation titled; *Downtown Bozeman Parking: Data, Audience Insights & Opportunities*, provides an overview of the project's key insights and outlines the recommended next steps, including public education, employee parking strategies, wayfinding improvements, and the development of a long-term vision and implementation plan for downtown parking.

UNRESOLVED ISSUES: None.

ALTERNATIVES: None.

FISCAL EFFECTS: None.

Attachments:

[Downtown Bozeman Parking - Updated July 2026.pdf](#)

Report compiled on: July 7, 2026