

# Memorandum

**REPORT TO:** City Commission

**FROM:** Ellie Staley, Downtown Bozeman Partnership

**SUBJECT:** Authorize the City Manager to Sign a First Amendment to the Professional Services Agreement with Latta Consultants LLC dba Indigo West for the Parking Vision Project 2025

**MEETING DATE:** February 24, 2026

**AGENDA ITEM TYPE:** Agreement - Vendor/Contract

**RECOMMENDATION:** Authorize the City Manager to Sign a First Amendment to the Professional Services Agreement with Latta Consultants LLC dba Indigo West for the Parking Vision Project 2025 in order to perform Audience Insights to provide valuable feedback for the Vision Plan development.

**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 City of Bozeman and Latta Consultants dba Indigo West entered into a Professional Services Agreement on October 7, 2025 for the Parking Vision Plan. The Vision Plan will include the development and implementation of a comprehensive communication plan that includes strategic messaging, creative assets, community outreach tools, and a launch strategy that reflects the input of the stakeholder group. In order to get the information for the proposed deliverables, the working committee decided it was necessary to complete "Audience Insights" to have the data needed to proceed accordingly. The added costs to complete this process is \$24,990.

The Audience Insight scope and additional deliverables include:

- Review the existing data that the City of Bozeman has; ask what insights/data Parking department can provide; do additional analysis as needed.
- Outline what we still want/need to learn in order to clearly outline the plan / vision.
- Develop survey questions (short/sweet), program survey, and survey analysis
- Promote survey - news release to be distributed by DBA
- Promote survey - design and develop flyer / rack card to inspire people to take survey with QR code, includes copywriting
- Promote survey - draft email for DBA distribution with link to the survey / using content from flyer

- Conduct 12-14 one-on-one interviews to get additional insights from key audiences - includes development of interview discussion guide and working with clients to identify who to interview, plus outreach to interviewees to set up the conversations
- Develop key takeaways from the audience insights
- Present findings to the clients

**UNRESOLVED ISSUES:** None.

**ALTERNATIVES:** As suggested by the City Commission.

**FISCAL EFFECTS:** This First Amendment to the Professional Services Agreement increases the cost by \$24,990. The total cost of the project with the proposed cost increase is \$82,890.

Attachments:

[Ex. A-Indigo Amendment No. 1.pdf](#)

[260128 PSA Amendment-Indigo Parkign vision-Feb24.pdf](#)

Report compiled on: February 5, 2026