

Memorandum

REPORT TO: City Commission

FROM: Ellie Staley, Executive Director Downtown Bozeman Partnership

SUBJECT: Authorize the City Manager to Sign a Professional Services Agreement with Latta Consultants dba Indigo West LLC to Implement a Downtown Parking Vision Plan

MEETING DATE: October 7, 2025

AGENDA ITEM TYPE: Agreement - Vendor/Contract

RECOMMENDATION: Authorize the City Manager to Sign a Professional Services Agreement with Latta Consultants dba Indigo West LLC to implement a Downtown Parking Vision Plan using collaborative messaging and communication tools to educate, inform, and create a structure for future short- and long-term parking solutions in Downtown Bozeman.

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: Through early 2025, the City of Bozeman and the Downtown Bozeman Partnership began renewed efforts to address long-standing parking challenges in the downtown core. A stakeholder working group was convened earlier this year to review data, identify immediate needs, and outline both short- and long-term solutions. Priorities include shared-use agreements with private lots, expansion of short-term and two-hour parking zones, exclusive employee parking in garages, and long-range exploration of a public-private partnership to develop additional structured parking.

As a next step, the City, DBP and engaged stakeholders recognized the need for a coordinated outreach and communication effort to educate and engage the community about the vision for downtown parking. The intent is to both explain current challenges and to build support for a balanced strategy that improves access for residents, businesses, employees, and visitors.

To meet this need, staff recommends entering into a Professional Services Agreement with Latta Consultants, dba Indigo West LLC. Indigo West will lead 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. Deliverables will include a campaign framework, tailored messaging for key audiences, media and PR tools, social and email content, and design templates to support ongoing updates.

This work will ensure that the significant planning and analysis completed to date is effectively communicated, providing clarity, transparency, and opportunities for community feedback. The goal is to position the City and DBA to implement short-term solutions now while laying the groundwork for long-term parking strategies that protect downtown's accessibility, vitality, and growth. The estimated cost of this work is \$57,900, with the communication campaign expected to begin in fall 2025 and launch in early 2026.

UNRESOLVED ISSUES: None.

ALTERNATIVES: As suggested by the Commission.

FISCAL EFFECTS: Total costs for this project are not to exceed \$57,900 and will be paid for out of the approved Downtown Urban Renewal District fiscal year 2026 budget and work plan.

Attachments:

[PSA_Indigo-DURD-2025.pdf](#)

Report compiled on: September 24, 2025