



## What is CATS?

The Community-engaged and Transformational Scholarship (CATS) program is an initiative to facilitate large-scale meaningful and impactful partnerships between Montana State University and surrounding communities **through course-based project collaborations**. The initiative delivers a simple model to:

- match community identified needs and community driven projects to university capacity and expertise
- provide students with valuable opportunities to apply their skills in real contexts while making positive impacts in local communities
- work within existing institutional structures using an “opt-in” framework for engagement, and
- make new ideas and energy available to partners to solve pressing community-based needs.

CATS has established a partnership with the City of Bozeman and the Downtown Bozeman Partnership for the 2021-2022 academic year. A list of initial project proposals for Spring 2022 semester is listed below. Faculty interested in learning more about specific projects that may fit within their courses’ learning objectives during the academic year, should contact the CATS coordinator, Susan Gallagher, at the Western Transportation Institute:

Email: [sgallagher@montana.edu](mailto:sgallagher@montana.edu); Phone: 994-6559

For more information about CATS and to see past project descriptions, visit: <http://wrtwc.org/partnerships/cats/>

## Initial Project Proposals for Spring Semester 2022

**Project Title:** Outreach and Education Plan for Employee Access to Downtown

### Project Leads:

Name: Mike Veselik

Email: [mveselik@bozeman.net](mailto:mveselik@bozeman.net)

Phone: 946-2869

Job title/affiliation: City of Bozeman Parking Manager

Leaders’ role in the project: Provide technical expertise, context, documents, plans to inform student work, make connections to other relevant orgs (Downtown Bozeman Partnership, Streamline etc)

### Issues and Opportunities:

The City’s approach to managing parking downtown is to prioritize on-street, public parking supply for customers and visitors downtown. In a recent parking engagement series with the community, concern was expressed about use of the on-street system by employees, which conflicts with customer need. Concern was also expressed that employees need reasonable options, in the public supply, the private supply and for alternative modes (e.g., transit, bike, walk, shared





parking agreements, monthly permit parking in the garage). Addressing and balancing this concern needs to be strategic; through an exploration of shared use options, education and data.

### **Project Purpose and Objectives:**

This project would be informed by the recommendations that came out of the recent parking engagement efforts of the City of Bozeman and Rick Williams Consulting. Downtown employers and business owners need to be engaged in finding solutions to providing access to downtown for their customers as well as for their employees. How can we create an education and marketing campaign to help employers direct employees to park in areas that don't conflict with customer and visitor parking AND encourage them to use alternative modes of transportation when possible.

- Communication/Education/Marketing – Through a partnership with the downtown association and business champions, educate business owners and employees regarding the importance of customer parking and provide alternative parking options through shared use of private lots and garage permits.

### **Work Product/Deliverables:**

- Communications toolkit: branding, graphics, flyers, infographics, marketing copy to distribute through business association communication channels, employers and businesses downtown to help them manage employee access to workplaces.

### **Historical Efforts:**

GoGallatin and the Gallatin Commuter Project are working on employer-based programming to encourage multimodal commute options in Bozeman. Potential to collaborate with WTI and Downtown Bozeman Partnership.

Downtown Bozeman Improvement Plan

[https://downtownbozeman.org/uploads/Pdfs/2019\\_DBIP\\_with\\_Appendix\\_FINAL\\_ADOPTED\\_4-15-19.pdf](https://downtownbozeman.org/uploads/Pdfs/2019_DBIP_with_Appendix_FINAL_ADOPTED_4-15-19.pdf)

City of Bozeman Climate Plan

<https://www.bozeman.net/city-projects/bzn-climate-plan>

Parking Engagement Hub - <https://www.bozeman.net/government/parking/parking-engagement-hub>

- Downtown final report:  
<https://www.bozeman.net/home/showpublisheddocument/11198/637529669508570000>
- Residential Parking Permit District report:  
<https://www.bozeman.net/home/showpublisheddocument/11198/637529669508570000>

**Project Title:** Characterizing multimodal access to Downtown Bozeman

### **Project Leads:**

Name: Mike Veselik





Email: [mveselik@bozeman.net](mailto:mveselik@bozeman.net)

Phone: 946-2869

Job title/affiliation: City of Bozeman Parking Manager

Leaders' role in the project: Provide technical expertise, context, documents, plans to inform student work, make connections to other relevant organizations (Downtown Bozeman Partnership, Streamline etc).

### **Issues and Opportunities:**

One of the outcomes from a recent community engagement effort with Bozeman residents, business owners, property owners and downtown patrons was the expressed need to increase investment in multimodal infrastructure to downtown Bozeman. Many plans and efforts have been undertaken to understand existing conditions such as traffic volume, type, parking capacity and utilization. Further, efforts have also been made to understand bicycle infrastructure and other ways to make multimodal easier.

### **Project Purpose and Objectives:**

This project would include a review of existing studies, plans, and data as well as conduct intercept surveys with downtown visitors and business owners, as well as bike/pedestrian/transit/scooter counts to inform next steps for bike/pedestrian/transit/parking infrastructure investments. Results from the review and engagement would contribute to recommendations for infrastructure investments that would lead us towards achieving our [climate plan goals](#).

### **Work Product/Deliverables:**

- A review and summary of existing conditions downtown as it relates to access via all modes of transportation
- A brief survey and survey results summary of why people choose certain modes to get to and around downtown
- Recommendations for infrastructure investments to improve access to downtown via transit, bike, scooter, pedestrian modes.

### **Historical Efforts:**

Downtown Bozeman Improvement Plan

[https://downtownbozeman.org/uploads/Pdfs/2019\\_DBIP\\_with\\_Appendix\\_FINAL\\_ADOPTED\\_4-15-19.pdf](https://downtownbozeman.org/uploads/Pdfs/2019_DBIP_with_Appendix_FINAL_ADOPTED_4-15-19.pdf)

City of Bozeman Climate Plan

<https://www.bozeman.net/city-projects/bzn-climate-plan>

Parking Engagement Recommendations –

[https://legistarweb-production.s3.amazonaws.com/uploads/attachment/pdf/890754/City\\_Commission\\_Parking\\_Engagement\\_Memo\\_April\\_27.pdf](https://legistarweb-production.s3.amazonaws.com/uploads/attachment/pdf/890754/City_Commission_Parking_Engagement_Memo_April_27.pdf)



## Project Title: Stories of Neighborhood Resiliency

### Project Leads:

Name: Dani Hess

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Phone: 595-6585

Job title/affiliation: City of Bozeman Neighborhoods Program Coordinator

Leaders' role in the project: Provide technical expertise, context, documents, plans to inform student work, make connections to neighborhood leadership and contacts at local organizations

### Issues and Opportunities:

The City of Bozeman's [Climate Plan](#) was adopted in December of 2020 and highlights the importance of both mitigating impacts from greenhouse gas emissions and becoming a more resilient community as we face the impacts of climate change today. One of the proposed solutions ([Solution I](#)) in the 2020 Climate Plan is to Enhance Social Infrastructure and Community Preparedness. Connecting community members to their neighbors, community partners, and City resources may reduce the isolation and vulnerability of individual persons and families by creating a network of connected resources able to lend support in the event of a crisis or disaster. Additionally, ensuring community members are fully informed and prepared before a crisis or disaster can reduce risk and vulnerability.

### Project Purpose and Objectives:

The purpose of this project would be to tell the story of neighborhood resilience across Bozeman's 15 neighborhood associations. COVID-19 was challenging in so many ways, and made it difficult to build community and maintain connections with neighbors. The Neighborhoods Program would like to find meaningful ways to communicate the ways in which neighbors supported neighbors during the pandemic, and more broadly during challenging seasons including wildfires and the accompanying air quality hazards as well as maintaining safe living conditions and transportation options during harsh winter weather events.

### Work Product/Deliverables:

Describe the expected outcomes/products/activities created or conducted by students to address the issues and opportunities.

- A short qualitative survey to ask residents, framing positive experiences in which they gave or received support during COVID and harsh weather events, or day-to-day needs of neighbors. Some example questions might be:
  - o What are the positive stories of support?
  - o What made these experiences possible?
  - o What can the Neighborhoods Program or City of Bozeman do to facilitate neighbors supporting neighbors?
- Media to accompany survey responses, such as a podcast type audio story or series, a portrait series with people and quotes to be shared online and in a physical gallery display, or a 3-5 minute film or series of 2-3 shorter films

### Historical Efforts:





[The Neighborhoods Program](#) in fall 2020 distributed “Good Neighbor Day” doorhangers that encouraged people to exchange contact information with their neighbors so that they could maintain a pathway for communication in times of need or to simply “open the door” for a communication pathway. CleanUp Week is also an event hosted by the Neighborhoods Program to encourage and facilitate cleaning up litter around our city and neighborhoods every spring.

The Neighborhoods Program supports 15 Neighborhood Associations across the City to improve communication and engagement with the City of Bozeman. The Inter-Neighborhood Council meets monthly to share communications, resources, opportunities to engage, and information from the City and among neighborhoods. The Neighborhoods Program also coordinates with the Office of the Dean of Students to facilitate positive interactions between neighbors and support students as they transition from on-campus to off-campus housing through the [Off Campus Living Program](#) which hosts the Off Campus Living Resource Fair every year, as well as the “[Don’t Curb Your Crap](#)” initiative.

### **Project Title:** Downtown Bozeman Improvement Plan Implementation

#### **Project Leads:**

Name: Emily Cope

Email: [emily@downtownbozeman.org](mailto:emily@downtownbozeman.org)

Office Phone: 406-586-4008 Cell: 904-483-1100

Job title/affiliation: Economic Development Director

#### **Leaders’ role in the project:**

Downtown Partnership project lead, Emily Cope, will be point of contact for all aspects of the CATS collaboration. Emily will also facilitate the involvement of the City of Bozeman and other community partners as necessary.

#### **Issues and Opportunities:**

The 2019 Downtown Bozeman Improvement Plan recommends dozens of goals and projects to be completed over the next ten years throughout the downtown core. The Plan is visionary and aspirational; each initiative necessitates additional planning, analysis, design and public engagement. Just like downtown, the Plan belongs to the entire community and successful implementation will require public engagement and community partnerships.

#### **Project Purpose and Objectives:**

The Downtown Bozeman Partnership would like to collaborate with the CATS program to help implement projects in the downtown plan. This collaboration would provide “real-world” projects for MSU students while adding tremendous value to the Downtown Partnership.



The plan offers many project opportunities that are applicable to areas of study for MSU students: landscape design, engineering, architecture, art, conservation & ecology and more. Downtown Bozeman Partnership has relationships with other organizations in the community that would be beneficial partners in completing the projects.

### **Work Product/Deliverables:**

Describe the expected outcomes/products/activities created or conducted by students to address the issues and opportunities. Below are just a few of the many examples of potential projects:

- Black Avenue- Downtown's Biking Hub/ Alternative Transportation for Downtown  
Page 66 in the downtown plan discusses the opportunity to turn Black Avenue as downtown's biking hub as it is already identified as a bike route through the city and offers many amenities to bikers today. Pages 98-101 highlight the ideas for alternative transportation options in the community. Concepts for the key projects to promote biking and other alternative transportation options for the community could include installing new traffic signals, piloting a bike share program, and a circulator route between downtown and surrounding districts.
- Parklet Program  
Page 124 of the downtown plan highlights the need to activate the core to serve the diverse need for cultural and social engagement downtown. The plan states that strategic changes to the open spaces will better leverage it as a critical contributor to downtown vitality. The Downtown URD has money allocated for a parklet this year. We would need assistance on the research and design of the parklet, as well as research for requirements of City of Bozeman and MDT (if applicable).
- Develop Comprehensive Downtown Building and Land Use Inventory  
Pages 58-59 in the downtown plan discuss planning for growth in the downtown core and calls for 400+ additional housing units by 2045 and 250k-350K+ of new office space. Currently there is no quantitative data of square footage amounts for downtown buildings and their designated uses. The DBP would like data compiled by floor/by building of square footage amounts and their designated uses layered in the city's GIS database.
- Enliven Downtown's Alleys  
Like the 2009 Downtown Plan, the 2019 version calls for a variety of improvements to downtown's alleys. Recognizing the multi-use importance of the alleys, the Plan calls for implementing pedestrian-scale lighting, incorporating public art murals, installing seasonal green elements, and considering stormwater upgrades. Initial concepts for improving the alleys can be found on pages 78-81 of the Downtown Plan.
- Celebrate Bozeman Creek  
Another long-standing goal of every downtown plan has been to invest in Bozeman Creek as a unique, celebrated public amenity. Pages 130-133 of the Downtown Plan suggest numerous opportunities to enhance Bozeman Creek by creating improved aquatic habitat, public education, pocket parks, and floodplain areas.

The Downtown Plan can be viewed and downloaded here: <https://downtownbozeman.org/downtown-plans>



**Historical Efforts:**

The Downtown Plan is updated every eight to ten years, thus implementation has been an ongoing endeavor since the first plan was established in 1995. Nearly every downtown project involves partnerships but historically there has been minimal coordination with MSU. The Community-Engaged and Transformational Scholarship program provides an ideal structured partnership opportunity for MSU to be strategically involved in the evolution of Downtown Bozeman.

