

# City Manager's Spotlight

The City Manager's Spotlight provides details about what is happening in the City of Columbia in an effort to keep citizens informed about City operations. The City Manager's Spotlight on October 2014 reflects on the Citizen Satisfaction Survey, Campus Public Safety Meeting, Finlay Park Master Plan Public Meeting, Main/North Main Street Façade Program, Columbia Empowerment Zone Inc. Ribbon Cutting, Fire Prevention Week and more.



**TERESA WILSON**  
CITY MANAGER

## CITY MANAGER TERESA WILSON AND CHIEF SKIP HOLBROOK HOST CAMPUS PUBLIC SAFETY MEETING



Campus Public Safety Meeting

The Columbia Police Department hosted a roundtable discussion regarding safety and security matters for protecting our student population while they are both on and off local campuses.

The roundtable participants included a combination of both academic administrators and law enforcement representatives. The event was held on October 14 at the Canal Room, located inside EdVenture Children's Museum.

The safety of students is important to the City of Columbia, and the goal of the roundtable discussion was to continue to work collaboratively to identify best practices and enhance measures in the city and on local campuses.

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The Blueprint for a World-Class City



We Are Columbia

**OCTOBER**  
**2014**

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## 2014 CITIZEN SATISFACTION SURVEY

As part of the City's collaborative efforts, City Manager Wilson announced that the City of Columbia has partnered with the National Research Center to conduct a citizen satisfaction survey. The City's most recent survey was conducted in 2007. A citizen survey is just one of the methods used to seek citizen engagement and collaboration on the services provided to the citizens of Columbia. The survey includes questions about quality of life in the community, local policies, rating of local government services and resident use of services. The survey will be used to measure residents' perceptions and attitudes about City services, participation in and satisfaction with various programs, and attitudes about issues such as quality of life, public safety and other services. This survey will serve as a base year in which future changes in public opinion and concerns will be compared.

Questionnaires were sent to a random sample of Columbia citizens, asking for feedback on the quality and usefulness of city services. Scientific sampling and weighting of the responses ensure accurate and reliable results. The results will be included in a final report that city officials can use in planning for the future.



### Why should we survey our citizens?

- to measure service performance;
- to benchmark service quality ratings;
- to assess community needs;
- to make long-range, short-term or strategic plans;
- to demonstrate the receptivity of our government;
- to evaluate potential policies or community characteristics;
- to evaluate trend lines from periodic surveying.

*Residents expect their local government officials to be well informed about customer perspectives, just as the best businesses are informed.*

*~City Manager Wilson*



## COLUMBIASC.NET MARKS ONE YEAR ANNIVERSARY: AN UPDATE ON OUR PROGRESS



In October 2013, the City of Columbia launched a new website design with enhanced features and expanded functionality. The goal of our website is to ensure visitors, residents and businesses have a positive experience on the site, utilize online resources and increase community engagement.

[City of Columbia's Website Anniversary Report - Download PDF](#)

**CITY MANAGER'S SPOTLIGHT**

**MAIN/NORTH MAIN STREET FAÇADE PROGRAM WRAP-UP EVENT**

The City of Columbia's Office of Business Opportunities wrapped up its Façade Improvement Program along the Main/North Main Corridor at a press conference on Wednesday, October 8. The program targeted commercial properties and businesses between the 2100 block of Main Street (at Elmwood Ave.) to 6900 North Main Street (at I-20). More than 30 projects were awarded funds.

This initiative was funded with \$258,468 from Community Development Block Grant dollars allocated to the City and attracted \$83,620 in private investment, bringing the total investment to \$342,088.



City Manager Teresa Wilson attended Main/North Main Street Façade press conference.

**COLUMBIA EMPOWERMENT ZONE INC. HOSTS RIBBON CUTTING FOR LADY STREET SUITES**

Columbia Empowerment Zone Inc. hosted a ribbon cutting on Thursday, October 9 for its new multi-tenant building, Lady Street Suites, located at 1509 Lady Street. The building will serve as office space for small businesses and offices are available for rent. Please contact CEZ, Inc. Executive Director, Felicia Maloney at 803- 255-8129 for more information.



City Manager Teresa Wilson provided greetings during the Lady Street Suites ribbon cutting ceremony.

*"It takes the village of our staff and dedicated community partners to make things like this happen."*

*~City Manager Teresa Wilson*



## 2014 FIRE PREVENTION WEEK



Columbia Fire Chief Aubrey D. Jenkins and the Columbia Fire Department kicked-off Fire Prevention Week with the 18th annual Fire Prevention Parade. The purpose of the event was to bring awareness to this year's Fire Prevention Week campaign, "Working Smoke Alarms Save Lives: Test Yours Every Month!"

Through these educational, family-oriented activities, residents were able to learn more about the importance of working smoke alarms and testing them monthly.



To find out more about smoke alarms and "Working Smoke Alarms Saves Lives", visit [FirePreventionWeek.Org](http://FirePreventionWeek.Org).

This year's Fire Prevention Week campaign included the following smoke alarm messages:

- Install smoke alarms in every bedroom, outside each separate sleeping area and on every level of the home, including the basement.
- Interconnect all smoke alarms throughout the home. This way, when one sounds, they all do.
- Test alarms at least monthly by pushing the test button.
- Replace all smoke alarms when they are 10 years old or sooner if they don't respond properly.
- Make sure everyone in the home knows the sound of the smoke alarm and understands what to do when they hear it.

### FINLAY PARK MASTER PLAN PUBLIC MEETING, FOCUS GROUPS AND SURVEY

The City of Columbia Parks and Recreation Department held seven focus group meetings from October 6 - 8 with City staff, emergency personnel, special events staff, business leaders/developers and members of the Columbia Council of Neighborhoods. In addition, a public meeting was held on Wednesday, October 8, at Earlewood Park Community Center where residents were able to have roundtable discussions with design team representatives from Consulting Services Inc. An online survey was also created to gather the public's input on current features and improvements.

The purpose of the focus group meetings was to identify the community's needs and concerns for the future of Finlay Park. The groups shared their opinions on what areas or features they thought needed improvements including enhancing access to the 18-acre park. Other ideas included adding or renovating bathrooms, incorporating public art, building a conference center or meeting space, and making a better connection between open spaces. Some residents also suggested developing more water features and renovating areas of the park to encourage more physical activities.



Please do not hesitate to contact me with your concerns, suggestions and hopes for our City. I take pleasure in my service to each of you!

City Manager  
1737 Main Street, Columbia, SC 29201  
Phone: 803-545-3026  
Fax: 803-545-3051  
E-mail: [CityManager@ColumbiaSC.net](mailto:CityManager@ColumbiaSC.net)



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