

CITY OF COLUMBIA



An Update On Our Progress
ColumbiaSC.net Marks One Year Anniversary



We Are Columbia

CITY OF COLUMBIA

Enhanced Website Features

- ◇ Clear Navigation Mechanisms
- ◇ Rotating Website Headlines
- ◇ Infographics - One Click Access
- ◇ Crawl Feature
- ◇ Drop-down menus
- ◇ Social Media Integration
- ◇ Front Page Articles
- ◇ Quick Links
- ◇ Live Streaming Services
- ◇ Press Releases/Announcements



Expanded Services & Upgrades

- ◇ Events Calendar
- ◇ Photo Gallery
- ◇ City Publications
- ◇ City TV Videos
- ◇ Special Projects
- ◇ Sponsor Banners

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.

Enhanced Website Features

Clear Navigation Mechanisms

Clear and consistent navigation mechanisms allow users to easily locate information on the website.

- ◇ User-friendly Layout
- ◇ Navigation Bar
- ◇ Quick Links
- ◇ Contact Information
- ◇ Search Bar
- ◇ Social Media Access
- ◇ Online Services
- ◇ Live Streaming
- ◇ Front Page Articles

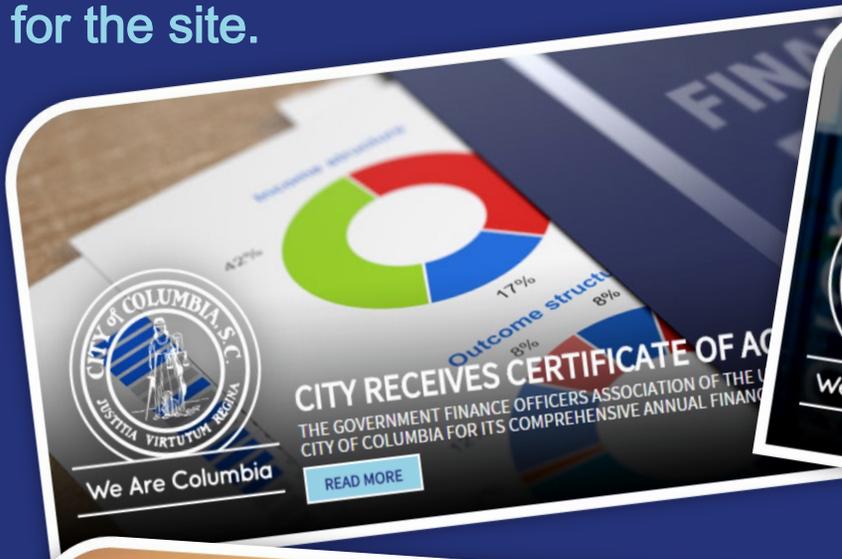


Website Sliders

Website headlines, also referred to as sliders, are rotating images with a brief summary about City news or events. Over 150 custom designed website sliders have been created for the site.



CITY OF COLUMBIA'S
SPOOKTACULAR BLOCK PARTY
CITY OF COLUMBIA'S "SPOOKTACULAR BLOCK PARTY"
BRING THE FAMILY OUT FOR THE CITY OF COLUMBIA'S "SPOOKTACULAR BLOCK PARTY" FOR AN EVENING OF FUN, TERROR, GAMES AND MORE.
We Are Columbia [READ MORE](#)



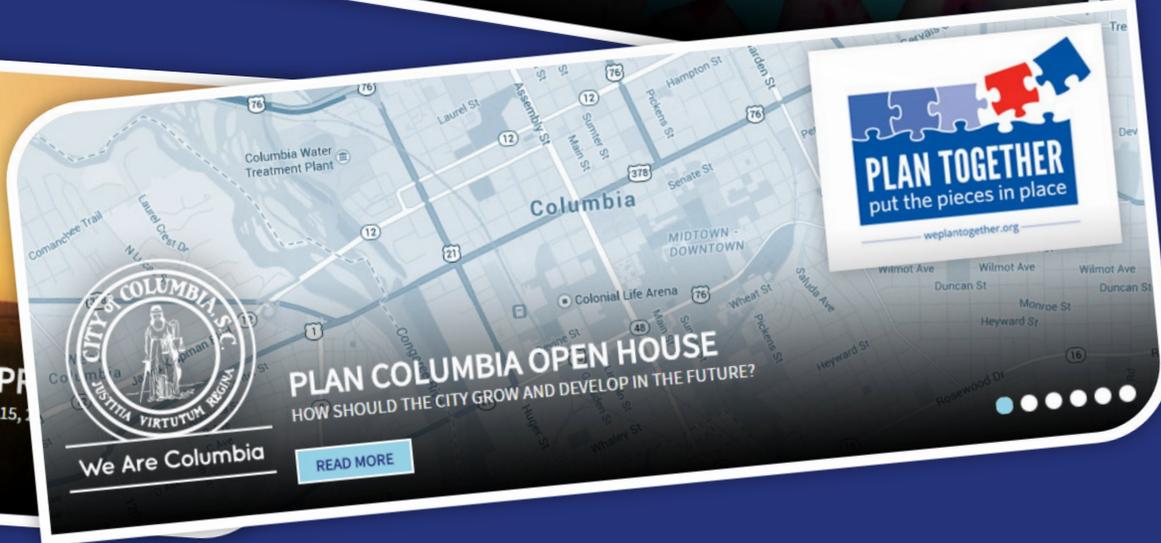
CITY OF COLUMBIA, S.C.
JUSTITIA VIRTUTUM REGINA
We Are Columbia
CITY RECEIVES CERTIFICATE OF ACHIEVEMENT FROM THE GOVERNMENT FINANCE OFFICERS ASSOCIATION OF THE UNITED STATES FOR ITS COMPREHENSIVE ANNUAL FINANCIAL REPORT.
Outcome structure: 42%, 17%, 8%, 8%
We Are Columbia [READ MORE](#)



CITY OF COLUMBIA, S.C.
JUSTITIA VIRTUTUM REGINA
We Are Columbia
CITY OF COLUMBIA RECOGNIZED BY THE NLC
LET'S MOVE! COLUMBIA BRANDING AND MARKETING FEATURED IN NATIONAL PUBLICATION
LET'S MOVE! Columbia
We Are Columbia [READ MORE](#)

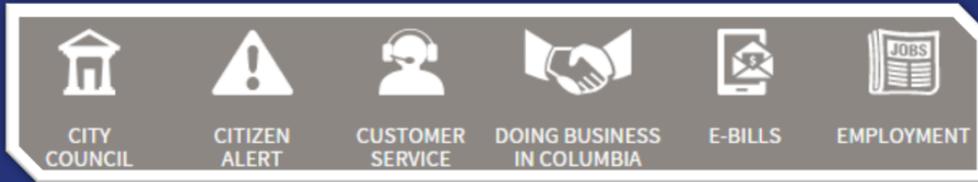


CITY OF COLUMBIA, S.C.
JUSTITIA VIRTUTUM REGINA
We Are Columbia
2014 MIDLANDS AREA TREASURED TREES PROGRAM
NOMINATIONS FOR THE TREASURED TREES PROGRAM ARE DUE BY NOVEMBER 15, 2014.
We Are Columbia [READ MORE](#)



CITY OF COLUMBIA, S.C.
JUSTITIA VIRTUTUM REGINA
We Are Columbia
PLAN COLUMBIA OPEN HOUSE
HOW SHOULD THE CITY GROW AND DEVELOP IN THE FUTURE?
PLAN TOGETHER
put the pieces in place
weplantogether.org
We Are Columbia [READ MORE](#)

Infographics

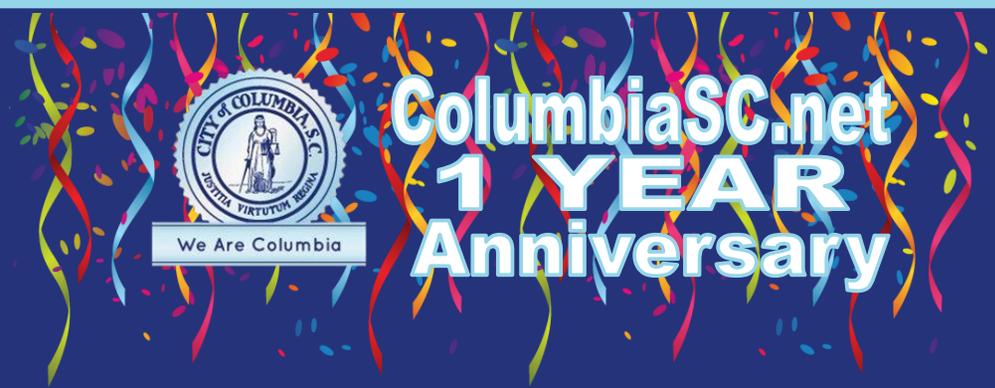


Infographics also known as information graphics are visual representations of intended to present users with access to popular information quickly.

Live Streaming & Crawl Feature



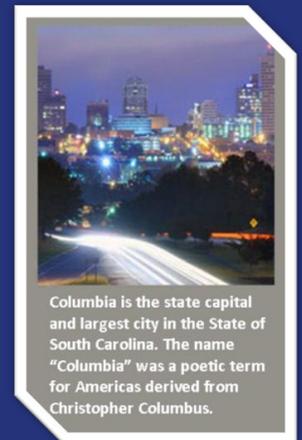
Live Streaming services are provided online to allow users access to the City Council, D/DRC, Planning and Commission and BOZA meetings. The crawl feature shown above is also used for breaking news, boil water advisories and emergency alerts.



Drop-down Menus



The drop-down menu offers users the opportunity to select from a list of additional pages available on the site. Each drop-down includes a photo with facts about Columbia.



Press Releases

Press releases provide up-to-date information about what is taking place in the City.

PRESS RELEASES [view all](#)

October 20, 2014
Boil Water Advisory: Laurel St from Sumter St to Bull St
The City of Columbia Water Works advises the water customers of Laurel St from Sumter St to Bull St to vigorously boil their water for at least one (1) full minute prior to drinking or cooking.
[READ MORE >](#)

October 19, 2014
City of Columbia's "Spooktacular Block Party"
Bring the family out for the City's "Spooktacular Block Party" on Oct. 31. The event will be held on Taylor Street beside Finlay Park and will feature an evening of fun, terror, games and more.
[READ MORE >](#)

October 13, 2014
City Hoops Instructional Basketball Program
Registration for City Hoops, the City of Columbia Parks and Recreation Department's instructional youth basketball program, is now open for boys and girls ages 3 through 8.
[READ MORE >](#)



Social Media Integration

Social media access is available on the homepage including a live twitter feed.

Latest Tweets

Expand

 **City of Columbia** @CityofColumbia 58m
Share your ideas for the future of #FinlayPark. Complete the online survey by 5 p.m. Oct. 31! [ow.ly/D49YT](#)

 **City of Columbia** @CityofColumbia 1h
Youth ages 9-17 can play in the Youth Winter Basketball League. Register today [ow.ly/CZLoz](#) #YouthWinterSports
Expand

Announcements

Announcements provide details about current events and other items of interest.

ANNOUNCEMENTS

Lupus Walk for a Cure
The Drew Wellness Center will host the 2nd annual Lupus Walk for a Cure on October 25 to help support those diagnosed with lupus and their families. Registration begins at 7:30 a.m.; Walk begins at 8:30 a.m.
[READ MORE >](#)

Homeless Services RFI Responses
To view or download the responses, please click 'READ MORE.'
[READ MORE >](#)



Expanded Services & Upgrades

Sponsor Banners

Rotating sponsor banners recognize City sponsored initiatives and partner agencies.

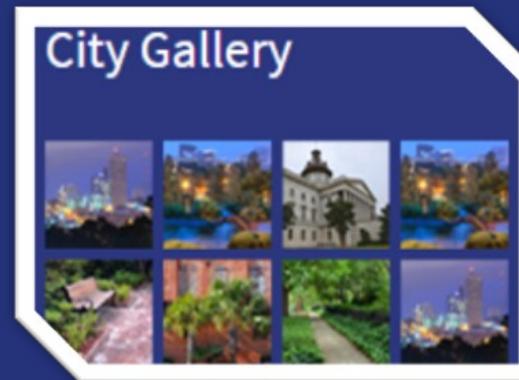


Photo Gallery

Users have access to browse photos from City events.

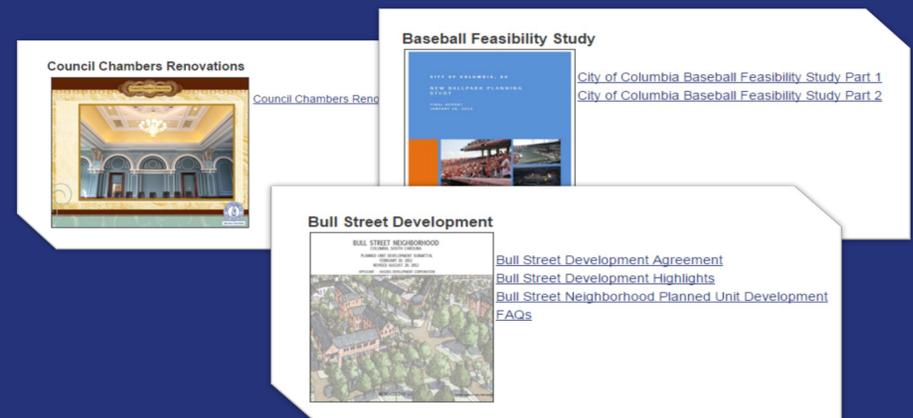
Special Projects

The Special Projects page is dedicated to providing updates on City projects that have a significant impact on the community at-large.

City Calendar

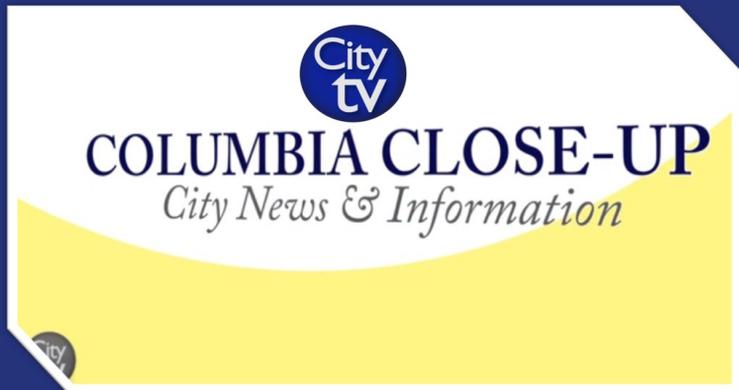


The City Calendar allows users to track important meetings and events for the upcoming week.



City Media

The City Media section includes City TV Video and City Publications. Videos include shows that air on City TV (Time Warner Cable Ch. 2). City publications include: City Connection, City eNews, Community Corner and Columbia On the Move.



CITY MEDIA



View recorded events of what is happening in the Capital City

[GO NOW >](#)



Connect with the City of Columbia through our publications.

[GO NOW >](#)

DECEMBER 49 - 00





City Connection



COLUMBIA ANIMAL SERVICES TO OFFER FALL ADOPTION SPECIALS

Columbia Animal Services will offer fall adoption specials on cats and dogs at Columbia Animal Services, 127 Humane Lane. On October 1-3, 2014 adoptions will take place from 8:30 a.m. - 5:00p.m and on October 4, 2014 from 9 a.m. - 4 p.m.

The following discounts will be applied:

- Wednesday, October 1: \$10 off
- Thursday, October 2: \$20 off
- Friday, October 3: \$30 off
- Saturday, October 4: \$40 off

*Discounts apply towards regular adoption fees (Dogs \$73 and Cats \$68). For more information about Columbia Animal Services' adoption specials, please contact Marli Drum at 803-776-7387.

BUILD COLUMBIA
What's Next?

Columbia On the Move



The City of Columbia will host a public meeting on Wednesday, October 8 on the future of Finlay Park. Read more in this issue of Columbia On the Move.

Columbia On the Move is a monthly newsletter focusing on health, wellness, parks, recreation and leisure services from the City of Columbia.



We Are Columbia
Parks & Recreation




LET'S MOVE!
Columbia

Visit us on the web at www.columbiasc.net

Charting Our Progress By The Numbers



COLUMBIASC.NET 1 YEAR ANNIVERSARY

- ◇ 4.2 million pageviews
- ◇ 1.6 million sessions
- ◇ 672,304 users
- ◇ 47% new sessions created
- ◇ 3 min 37 seconds average user time
- ◇ 15 calendars
- ◇ 66 Content Managers
- ◇ 730 pages
- ◇ 9 GB Data
- ◇ 100 Servers
- ◇ 1.5 GB Database
- ◇ 18GB Monthly Bandwidth Average

Thank you for visiting our site and allowing the City of Columbia to be your resource for news and events.

The data shown above is based on the website analytics from October 3, 2013 through October 3, 2014.