



Appendix K

Public Open House Input - February 2019

The February 2019 Open Houses provided a forum for discussion and feedback, and introduced guiding principles and recommendations for each of the elements. Stations were staffed topically by element, and included informational and interactive boards. Citizen feedback was captured at each station, and is summarized herein.

Appendix K

POPULATION ELEMENT

Informational boards for the population element included:

- Population Element Guiding Principles and how they related to Envision Columbia Goals
- A summary of feedback received
- A discussion of Columbia's current racial diversity and inclusion
- A discussion of Columbia's past and the City's changing racial landscape
- A discussion of Columbia's future and population projections
- A discussion of the population of Columbia's physical and mental health

Interactive boards were also created for each element, and provided participants with the opportunity to vote on proposed implementation strategies. Participants at the population element station were given four dots, and asked to select their top four strategies. The combined totals for dots for the two February open houses are listed below.

Appendix K

POPULATION ELEMENT, CONTINUED

Population Interactive Boards	
Implementation Strategies	# of dots
IDENTIFY WHERE SERVICES AND AMENITIES ARE LACKING Develop a strategy to ensure equitable access to goods and services and target areas where need exists.	20
MAKE COLUMBIA ACCESSIBLE TO ALL PEOPLE, REGARDLESS OF ABILITY Work to ensure that all Columbians, regardless of ability, have access to public spaces, transit, information and entertainment opportunities.	20
CONNECT PEOPLE TO CITY SERVICES FOR THOSE IN NEED Provide direct access to City services to those unable to drive, cannot access transit or other concerns.	19
INCREASE STABLE HOUSING OPTIONS Collaborate with other agencies and groups to support those with critical needs.	19
MAKE COLUMBIA'S IDENTITY UNIQUE AND CLEAR Foster a sense of community City-wide through community-driven branding and feedback.	19
PARTNER TO ADDRESS COMMUNITY HEALTH NEEDS Highlight and support the work done by other entities to increase the health of Columbia's residents.	12
PARTNER AND COLLABORATE WITH EDUCATIONAL INSTITUTIONS Partner to ensure that all parts of the City have similar quality and access to education and workforce training.	10

Population Interactive Boards	
Implementation Strategies	# of dots
PARTNER TO ENHANCE MENTAL HEALTH SERVICES IN THE CITY Highlight and support the work done by other entities to awareness and resources for mental health needs.	5
IMPROVE CUSTOMER SERVICE IN COLUMBIA Train employees and businesses how to interact with Columbia's diverse population, visitors and new arrivals and encourage collaboration.	4
IDENTIFY AND ADDRESS LANGUAGE AND OTHER BARRIERS Work to ensure that all Columbians have access to public information.	2
IMPROVE CITY COLLABORATION WITH OTHER ENTITIES Engage in regular discussion and planning with public and private entities in the Midlands.	10
ENCOURAGE CITIZENS TO COLLABORATE MORE Provide opportunities for Columbians to meet people outside their neighborhood and social circles.	7
INCREASE EFFORTS TO CELEBRATE WHAT COLUMBIA ACCOMPLISHES Celebrate what Columbia is doing great to residents, businesses, the region and beyond.	5

Appendix K

NATURAL RESOURCES ELEMENT

Informational boards for the natural resources element included:

- Natural Resources Element Guiding Principles and how they related to Envision Columbia Goals
- A summary of feedback received
- A discussion of how Columbia can plan for resiliency
- A discussion of how Columbia can provide protection and access to natural areas in and around the City
- A discussion of the purpose, benefits, and maintenance of the City's urban tree canopy
- A discussion of the intersection between natural resources and community health

Interactive boards were also created for each element, and provided participants with the opportunity to vote on proposed implementation strategies. Participants at the natural resources element station were given three dots, and asked to select their top three strategies. The combined totals for dots for the two February open houses are listed below.

Appendix K

NATURAL RESOURCES ELEMENT, CONTINUED

Natural Resources Interactive Boards	
Implementation Strategies	# of dots
PROTECT, PROVIDE, & ENHANCE ACCESS Protect, provide, and enhance access to: <ul style="list-style-type: none"> • the City’s rivers and waterways • open spaces and natural areas • a healthy urban tree canopy 	24
DEVELOP THE RIVERFRONT SUSTAINABLY Set the standard for integrating the rivers into City life in a way that provides public access, brings activity to the riverfront, and protects ecosystem services.	23
BE READY FOR 100% CLEAN & RENEWABLE ENERGY <ul style="list-style-type: none"> • Invest in clean energy generation for City facilities. • Invest in and incentivize clean energy usage in development. • Work with local utility providers to improve efficiencies while prioritizing access for citizens facing the largest energy burdens (financial burdens) and pollution hazards. 	22
TACKLE WATER QUALITY IMPROVEMENTS Work to improve water quality through: <ul style="list-style-type: none"> • Education and outreach • Stream and wetland restoration • Sustainable stormwater and wastewater infrastructure improvements 	15

Natural Resources Interactive Boards	
Implementation Strategies	# of dots
COLLABORATE & MAINTAIN A SYSTEMS APPROACH Natural resource issues do not adhere to municipal boundaries - continue watershed-based planning efforts and collaborations, and partner to provide consistent and effective messaging on regional needs and goals.	11
PLAN FOR RESILIENCY Identify and implement robust strategies for managing natural hazards and increased strains on resources, including consideration of climate change-related risks.	11
GROW AWARENESS Partner with state and local agencies, nonprofits, schools/ universities, neighborhoods, businesses, and other community groups to grow awareness and affect cultural change.	6
TRACK OUR PROGRESS Work to identify and gather the data needed to set a baseline and measure both our successes and failures.	2
LEAD BY EXAMPLE Examine City policies and practices to identify baseline data, improve efficiencies to conserve resources, harness our buying power, and reduce, reuse, and recycle.	18

Appendix K

ECONOMIC DEVELOPMENT ELEMENT

Informational boards for the economic development element included:

- Economic Development Element Guiding Principles and how they related to Envision Columbia Goals
- A summary of feedback received
- A discussion of the types of investment Columbia has seen
- A discussion of how Columbia's peer cities partner with other entities
- A discussion of the purpose, benefits, and implementation strategies for corridor improvements
- A discussion of property taxes in Columbia and where gaps may exist

Interactive boards were also created for each element, and provided participants with the opportunity to vote on proposed implementation strategies. Participants at the economic development element station were given three dots, and asked to select their top three strategies. The combined totals for dots for the two February open houses are listed below.

Appendix K

ECONOMIC DEVELOPMENT ELEMENT, CONTINUED

Economic Development Interactive Boards	
Implementation Strategies	# of dots
PUBLIC IMPROVEMENTS ON CORRIDORS Investing in public amenities such as street trees, lighting, improved sidewalks and multi-modal infrastructure is an effective way to revitalize struggling commercial corridors.	27
QUALITY OF LIFE Maintaining a high quality of life, which includes a low cost of living, access to cultural resources and opportunities, and access to natural resources is critical in attracting and retaining talent in the City.	22
INCENTIVIZE ADAPTIVE REUSE AND INFILL Identify areas where these practices could benefit the community and the urban fabric, and target these areas within City programs.	18
FEES TO OFFSET TAX SHORTAGE Implementing a fee structure (to the 70% of tax-exempt properties in the City) to help cover the cost of services is an effective and fair way to supplement the 30% of tax paying properties that pay for 100% of City services.	17
QUALITY DESIGN Focusing on quality building and site design, landscaping, and reducing sign clutter is a critical factor in revitalizing Columbia's commercial corridors.	11

Economic Development Interactive Boards	
Implementation Strategies	# of dots
BUSINESS LICENSE TAX Reforming the business license taxes would be an effective way to attract and retain businesses to Columbia.	9
EQUALLY DISPERSED INVESTMENT Investing equally in several areas equally over the course of a ten-year period is the most effective way to revitalize several parts of the City of Columbia.	7
JOB TRAINING Matching education and training to jobs and employers should be the primary focus to attract and retain talent within the City.	6
PRIVATE IMPROVEMENTS ON CORRIDORS Using public dollars to provide façade grants and other financial incentives for business and property owners to improve commercial properties is an effective way to revitalize struggling commercial corridors.	5
FOCUSED INVESTMENT Investing in a specific focus area over a ten-year period then moving on to another area is the most effective way to revitalize several parts of the City.	4

Appendix K

HOUSING ELEMENT

Informational boards for the housing element included:

- Housing Element Guiding Principles and how they related to Envision Columbia Goals
- A summary of feedback received
- A discussion of the intersection between neighborhood character and historic preservation
- A discussion of housing choices and affordable housing
- A discussion of revitalization of neighborhoods without displacing its current residents

Interactive boards were also created for each element, and provided participants with the opportunity to vote on proposed implementation strategies. Participants at the housing element station were given five dots, and asked to select their top five strategies. The combined totals for dots for the two February open houses are listed below.

Housing Interactive Boards	
Implementation Strategies	# of dots
PROVIDE PUBLIC SPACES IN NEIGHBORHOODS TO SUPPORT WALKABILITY Ensure design of neighborhoods includes parks, greenways, and public spaces.	32
FUND CONSTRUCTION OF SIDEWALKS AND GREENWAYS IN EXISTING NEIGHBORHOODS Fund construction of sidewalks and greenways within neighborhoods that desire these facilities.	29
IDENTIFY AND PRIORITIZE IMPROVEMENTS IN VULNERABLE NEIGHBORHOODS Work with vulnerable, low-income neighborhoods to identify needed improvements and prioritize public funding for these improvements.	23
INCENTIVES FOR DEVELOPERS TO BUILD AFFORDABLE HOUSING Provide strong incentives to private developers to construct new affordable units.	22
ALLOW FOR A MIX OF HOUSING TYPES IN DOWNTOWN Allow development of a variety of housing types in downtown and surrounding areas.	22
PROVIDE A MIX OF USES IN NEIGHBORHOODS TO SUPPORT WALKABILITY Ensure the design of neighborhoods includes neighborhood-scale commercial to make convenience retail trips more walkable.	21
PROVIDE ACCESS TO TRANSIT IN NEIGHBORHOODS Ensure design of neighborhoods provides access to existing or planned transit stops.	20
COMPATIBILITY REQUIREMENTS FOR INFILL AND REDEVELOPMENT Ensure changes to properties in existing neighborhoods are compatible in scale and design with surrounding homes.	19
FUND HOME MAINTENANCE ASSISTANCE TO LOW-INCOME HOMEOWNERS Establish a public fund to assist low-income homeowners with home maintenance expenses.	18

Appendix K

HOUSING ELEMENT, CONTINUED

Housing Interactive Boards	
Implementation Strategies	# of dots
PROVIDE ONGOING PLANNING ASSISTANCE TO VULNERABLE NEIGHBORHOODS Support ongoing planning in partnership with neighborhood residents to enhance vulnerable, low income neighborhoods without displacing the established community.	18
INCENTIVES TO MAINTAIN EXISTING HOMES Provide incentives to property owners to maintain neighborhood character and the quality of existing housing stock.	17
CREATE A COMMUNITY LAND TRUST Create a new community land trust that can produce, own, and manage local affordable housing units.	16
INCLUDE A MIX OF HOUSING TYPES IN NEW NEIGHBORHOODS Require new residential neighborhoods to include a mix of housing types.	14
LOCAL FUNDING FOR AFFORDABLE HOUSING Raise local public funds to develop affordable housing.	13
ALLOW FOR SMALL MULTI-UNIT HOUSING IN EXISTING NEIGHBORHOODS Allow development of small multi-unit housing within some existing neighborhoods and require these new units be designed to look like surrounding homes.	12

Housing Interactive Boards	
Implementation Strategies	# of dots
ALLOW FOR A MIX OF HOUSING TYPES ON MAJOR CORRIDORS Allow development of a mix of housing along major transportation corridors.	10
REGULATIONS TO ENSURE NEIGHBORHOOD CHARACTER Use regulations to limit change within existing neighborhoods and on private properties.	10
INCREASE AWARENESS OF HISTORIC ASSETS Improve awareness of historic assets and create tools to assist owners of historic properties to understand historic preservation objectives and regulations.	10
REQUIRE NEW NEIGHBORHOOD STREETS TO CONNECT Require that new neighborhoods include vehicle and pedestrian connections within and to adjacent properties.	10
PROVIDE DISCOUNTED PUBLIC LAND FOR AFFORDABLE HOUSING Provide discounted public lands for construction of affordable housing.	9
IMPROVE ACCESS TO HOMEOWNERSHIP ASSISTANCE Improve access to homeownership workshops and assistance programs.	4

Appendix K

TRANSPORTATION ELEMENT

Informational boards for the transportation element included:

- Transportation Element Guiding Principles and how they related to Envision Columbia Goals
- A map summarizing current and proposed improvements in the Columbia area
- An interactive voting board asking respondents to vote on what their favorite way to get around is (“Greenway” was the most popular with 25 votes)
- An interactive voting board asking respondents to vote on what their preferred street design (“Complete Street” and “Multimodal Street” tied for the most popular with 17 votes each)
- An interactive voting board asking respondents to vote on what their preferred traffic calming technique is (“Street Narrowing” and “Raised Crosswalk” tied for the most popular with 19 votes each)
- An interactive voting board asking respondents to vote on what their top transportation priority is (“Multimodal Choices” was the most popular with 38 votes)

Interactive boards were also created for each element, and provided participants with the opportunity to vote on proposed implementation strategies. Participants at the transportation element station were given three dots, and asked to select their top three strategies. The combined totals for dots for the two February open houses are listed below.

Transportation Interactive Boards	
Implementation Strategies	# of dots
PEDESTRIAN INTERSECTION IMPROVEMENTS Implement intersection improvements that enhance pedestrian safety, such as high visibility crosswalks, leading pedestrian intervals and pedestrian signals.	20
SAFER STREET DESIGN Emphasize design guidelines that support traffic calming, lower design speeds and safer streets.	19
GREEN STREETS Develop a green infrastructure strategy and include green elements in all new street design projects as applicable.	14
GREENWAY EXPANSION Expand the existing greenway system, and construct neighborhood connections to regional greenways to improve connectivity.	13
IMPROVE RAILROAD CROSSINGS Work with railroad companies to improve railroad crossings within the city, and support the separation of existing rail facilities to create a more connected street grid.	12
IMPROVE CITYWIDE TRANSIT SERVICE Support efforts to improve citywide transit service, including special events circulators, technology investments, high-quality bus shelters and reduced fare for low-income and young transit users.	12
SUPPORTIVE LAND USE Develop a future land use plan that supports walkable activity center, a connected street grid, and strategic increases of density around transportation corridors.	12
SEPARATED FACILITIES Prioritize high-quality separated bicycle and pedestrian facilities to improve bicycle and pedestrian safety.	11
CONNECTED SIGNALS Invest in a connected signal system to allow for emergency vehicle preemption and transit signal priority.	10

Appendix K

TRANSPORTATION ELEMENT, CONTINUED

Transportation Interactive Boards	
Implementation Strategies	# of dots
INCREASE MULTIMODAL INVESTMENT Explore possible ways to increase investment in multimodal and streetscape projects, including increase the annual budget allocation for investment in multimodal projects across the city.	10
CONSOLIDATE TRANSIT SERVICES Study the feasibility of consolidating the Comet and USC transit network to provide a single, connected transit network throughout the entire city.	9
CONSTRUCT BICYCLE FACILITIES Prioritize the construction of new bicycle facilities to create an enhanced network.	9
MODERNIZE INTERSECTIONS Work with SCDOT to modernize the design of intersections at high crash locations throughout the city.	8
INVEST IN KEY CORRIDORS Identify priority corridors to invest in multimodal improvements.	8
SIDEWALK INFILL Construct additional sidewalk to fill in critical network gaps.	8
ALL AGES & ABILITIES Design and construct Complete Streets that provide safe facilities for users of all ages and abilities.	7
MODERNIZE THE PROCESS Modernize the city's prioritization process to ensure that street improvements are being completed in a systematic way.	7
IMPROVED ACCESS TO OPPORTUNITY Prioritize transportation projects that improve connectivity to employment, education, community services and health care for vulnerable populations.	5

Transportation Interactive Boards	
Implementation Strategies	# of dots
PREPARE FOR FUTURE TECHNOLOGY Proactively plan for the impacts of new technology, such as alternative fuels, advances in freight delivery logistics, and alternative mobility modes, and autonomous/self driving vehicles.	5
ALTERNATIVE COMMUTE Partner with the city's largest employers to offer alternative commute incentives through a Travel Demand Management program.	5
TARGET ZERO Partner with SCDOT and commit to a goal of zero traffic deaths and severe injuries.	4
NEIGHBORHOOD PILOT PROJECTS Streamline the neighborhood traffic control program to allow for pilot projects and innovative designs to be implemented quickly.	4
SIDEWALK MAINTENANCE PLAN Develop a sidewalk maintenance plan for the existing sidewalk, greenway, and bicycle facilities.	4
TRANSITION STREET OWNERSHIP Work with SCDOT to transition key neighborhood streets to local control.	4
SHARED MOBILITY Leverage shared mobility options (such as bike share, rideshare, and e-mobility) to fill crucial mobility gaps and expand transportation options.	3
EXPAND AVIATION Support opportunities to expand aviation facilities and connectivity to the City.	2

Appendix K

LAND USE ELEMENT

Informational boards for the land use element included:

- Land Use Element Guiding Principles and how they related to Envision Columbia Goals
- A summary of feedback received
- A discussion of the differences between land use planning and zoning
- A discussion of greenways, inclusive of the Plan Columbia Greenways & Connections map
- Recommendations for textual updates to the Urban Core Community Activity Center (UCAC-2) and Urban Core Regional Activity Center (UCAC-3) future land use classifications.
- A recommended additional future land use classification of Transitional & Sensitive Lands (T/S)
- Current future land use maps and proposed changes to the future land use maps for the City

Interactive boards were also created for each element, and provided participants with the opportunity to vote on proposed implementation strategies. Participants at the land use element station were given four dots, and asked to select their top four strategies. The combined totals for dots for the two February open houses are listed below.

Appendix K

LAND USE ELEMENT, CONTINUED

Land Use Interactive Boards	
Implementation Strategies	# of dots
(RE)INVEST IN KEY GATEWAYS & CORRIDORS Develop a schedule for City investment in and development of key gateways and corridors.	21
BUILD A CONNECTED GREENWAY SYSTEM Restrict development of land where greenway routes are identified and/or require new development in these identified areas to provide for greenway connections.	20
PLAN FOR NEIGHBORHOODS, AREAS, & CORRIDORS Continue to partner with communities and across jurisdictional boundaries to further more detailed neighborhood, area, and corridor plans.	19
CONSERVE LAND USES THAT SERVE OUR CITY Adopt a future land use classification type that prioritizes conversation of natural and cultural resources and food systems.	16
PLAN FOR NEIGHBORHOODS, AREAS, & CORRIDORS Establish a program for investment to implement recommendations made by neighborhood, area, and corridor plans.	14

Land Use Interactive Boards	
Implementation Strategies	# of dots
BUILD A CONNECTED GREENWAY SYSTEM Work with local nonprofits to ensure the purchase of permanent access (land or easements) or property where greenway routes are identified.	13
BUILD A CONNECTED GREENWAY SYSTEM Actively purchase permanent access (land or easements) or property where greenway routes are identified.	11
(RE)INVEST IN KEY GATEWAYS & CORRIDORS Define key gateways and corridors through the new zoning maps, providing regulatory support.	9
(RE)INVEST IN KEY GATEWAYS & CORRIDORS Prioritize planning efforts to target gateway and corridor areas.	8
CONSERVE LAND USES THAT SERVE OUR CITY Recognize that sometimes the most appropriate land use for our citizens is one that conserves key areas and food systems.	8

Appendix K

COMMUNITY FACILITIES ELEMENT

Informational boards for the community facilities element included:

- Community Facilities Element Guiding Principles and how they related to Envision Columbia Goals
- A summary of feedback received
- A discussion of the use and necessity of data in how municipal governments work
- A discussion of Columbia's infrastructure and capital improvements
- A discussion of how to improve interactions between City staff and the public and how to improve user experience
- A discussion of the Urban Service Area and that policy affects the City's future growth

Interactive boards were also created for each element, and provided participants with the opportunity to vote on proposed implementation strategies. Participants at the community facilities element station were given three dots, and asked to select their top three strategies. The combined totals for dots for the two February open houses are listed below.

Appendix K

COMMUNITY FACILITIES ELEMENT, CONTINUED

Community Facilities Interactive Boards	
Implementation Strategies	# of dots
<p>FROM REACTIVE TO PROACTIVE Providing services to and maintaining infrastructure for the public includes responding to new challenges that pop-up 24/7. Planning and budgeting for regular maintenance and improvements saves money in the long run.</p>	22
<p>REGIONAL COOPERATION The interconnected nature of our residents, businesses, infrastructure, and services demand cooperative approaches to problem solving. Prioritize solutions by recognizing common goals and addressing real or perceived differences between stakeholders in the region.</p>	14
<p>PRIORITY BASED BUDGETING Columbia should continue to implement priority based budgeting, a more holistic approach which allocates funding based upon community priorities vs. traditional budgets that are based on adjustments to prior budgets.</p>	11
<p>BROADEN SOURCES OF REVENUE With a limited property tax base to fund essential government services, Columbia should seek to broaden sources of revenue, including thoughtful use of bonds, grants, special financing districts, and negotiated payments in lieu of taxes.</p>	11
<p>MEANINGFUL PUBLIC INVOLVEMENT Even while we become more "connected" in the technological sense, it has become harder to engage the public using traditional methods. Continually seek to find the best ways to seek and implement the input of the public.</p>	8

Community Facilities Interactive Boards	
Implementation Strategies	# of dots
<p>EMBRACE EXCELLENCE There are real-world limitations to anything worth doing, but the first focus of public and private entities - and the region as a whole - should be the aim to be the best in what they do.</p>	7
<p>ADOPT HIGH STANDARDS Developing and enforcing high standards for service and infrastructure, both public and private, leads to a more resilient and stronger Columbia in the future.</p>	7
<p>SEEK DATA AND INPUT The public sector lags behind the private sector in harnessing technology to help in prioritization and decision making. Seek cost-effective technology to identify current and future needs, while respecting privacy in data collection.</p>	4
<p>CUSTOMER-FOCUSED USER EXPERIENCE Outreach, publications/websites, and all customer interactions should be designed around the user experience the public expects.</p>	4
<p>CONSOLIDATE RESOURCES Sharing space and resources where appropriate can lead to savings and improve service.</p>	3
<p>OBJECTIVE AND CLEAR CODES AND PROCESSES Codes and business processes should clearly communicate and reflect Columbia's priorities and be updated if necessary.</p>	3

Appendix K

CULTURAL RESOURCES ELEMENT

Informational boards for the cultural resources element included:

- Cultural Resources Element Guiding Principles and how they related to Envision Columbia Goals
- A summary of feedback received
- A discussion of funding sources for repairing historic homes
- A discussion of creative placemaking and tactical urbanism

Interactive boards were also created for each element, and provided participants with the opportunity to vote on proposed implementation strategies. Participants at the cultural resources element station were given three dots, and asked to select their top three strategies. The combined totals for dots for the two February open houses are listed below.

Appendix K

CULTURAL RESOURCES ELEMENT, CONTINUED

Cultural Resources Interactive Boards	
Implementation Strategies	# of dots
PURSUE CONNECTIVITY Require that the City's historic and urban neighborhoods/districts are walkable and connected to destinations.	27
SUPPORT HIGH QUALITY INFILL DESIGN Pursue policies, plans, and incentives that promote high quality infill design to ensure a vibrant and thriving City and a unique built environment.	22
PROVIDE FUNDING FOR LOWER-INCOME OWNERS OF HISTORIC RESOURCES Assist lower-income homeowners with funding for basic repairs of their historic buildings which would help neighborhoods thrive and would also help achieve equitable access to the Bailey Bill tax abatement.	18
PUBLIC ART PLAN Work with stakeholders to develop a comprehensive process for funding, commissioning, maintaining, and preserving public art and art in public places.	17
CREATIVE PARTNERSHIPS Identify opportunities to bring artists and creators together with City agencies and civic organizations to integrate art into vital public services.	11
ENHANCED CULTURAL SPACES Increase awareness, accessibility, and the range of offerings for existing cultural facilities.	9

Cultural Resources Interactive Boards	
Implementation Strategies	# of dots
CREATE A CIVIC DESIGN CENTER Elevate the quality of Columbia's built environment, promoting excellence in design and a more beautiful and functional city for all, through public participation, education, facilitation, and collaboration.	7
ASSIST AND ENGAGE OUR CITIZENRY Provide workshops and resources to help historic property owners with their buildings, create a preservation certification program for contractors, build a larger pool of craftspeople for historic buildings, etc.	6
CULTURAL EXPRESSION IN NON-TRADITIONAL SPACES Encourage artists and arts organizations to create programming for underutilized or non-traditional public spaces.	5
STUDY AND PROMOTE Prioritize studies that explore and promote the economic impact of preservation, heritage tourism, and design review in the City of Columbia.	4
METHODS FOR COMMUNICATING CULTURAL OFFERINGS Create campaigns designed to inform residents of available cultural activities.	3

Appendix K

PRIORITY INVESTMENT ELEMENT

Informational boards for the priority investment element included:

- An overview of priority based budgeting and how that relates to priority investment
- A blank board to allow participants to respond to the question, “Of the strategies presented tonight, the most important one for Columbia to accomplish in the next ten years is...”

Participants were also asked to place a dot on their preferred answer for a number of questions related to how they would prioritize investments. The combined totals for dots for the two February open houses are listed below.

Appendix K

PRIORITY INVESTMENT ELEMENT, CONTINUED

Question 1	
Recognizing funding is limited, what types of projects should we dedicate funding to over a 10-year period?	# of dots
A. Fewer but larger-scale projects	6
B. More but smaller-scale projects throughout the City	2
C. A combination of both, knowing both will take longer	23

Question 2	
Rank the following statements in order of importance by placing a dot for each statement	
A. The implementation of projects and programs should be focused in the core of the City and along corridors	# of dots
Least Important	7
Somewhat Important	8
Most Important	12
B. The implementation of projects and programs should be balanced equally across Council Districts	# of dots
Least Important	9
Somewhat Important	13
Most Important	5
C. The implementation of projects and programs should be equitable - identify areas that have been left behind or suffered greater hardships first	# of dots
Least Important	2
Somewhat Important	10
Most Important	17

Question 3	
How should the City increase funding in order to fund its top priorities? (Place a dot in all that apply)	# of dots
Increase property taxes	5
Fees for new development (such as impact fees)	19
Fees for non-taxable properties	13
Leverage other options for area-specific improvements (such as tax increment financing districts)	8
Leverage City property to increase investment	8
Seek grant / philanthropic funding	19
Increase enforcement efforts	13
Issue municipal bonds / increase debt	5
Other	2