



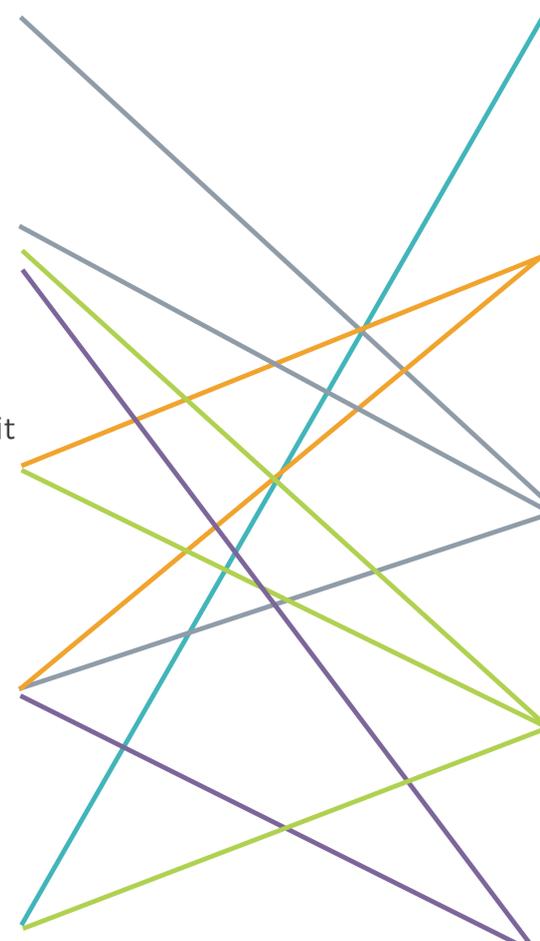
POPULATION ELEMENT GUIDING PRINCIPLES

We believe in...

-  Celebrating and continuing to **foster Columbia's unique diversity** regardless of our resident's race, gender, sexual orientation, background or beliefs in order for Columbia to become a model city in the Southeast for diversity and inclusion. (Goal 3)
-  **Supporting those in need or marginalized** so all members of our community feel safe, secure and valued. (Goals 3, 4, and 5)
-  Coming together as a city and region to **reduce barriers and work together** to become a more tight-knit community. (Goals 2 and 4)
-  **Providing equitable access and services** to all residents, regardless of their location, as a community should ensure that there isn't an unequal burden being placed on residents solely because of where they live. (Goals 2, 3, and 5)
-  **Setting the standard for innovation and inclusion** - Columbia takes pride in pushing the envelope and exceeding expectations. We want to be the first to do something and we want to be the best at doing it. (Goals 1 and 4)

ENVISION COLUMBIA GOALS

- #1** Grow opportunities for entrepreneurship, business development and a skilled workforce to achieve a healthy economy.
- #2** Connect the City's neighborhoods and business districts through cohesive land use, infrastructure development, and transportation planning.
- #3** Foster a healthy quality of life focusing on safety, culture, and recreation.
- #4** Collaborate and partner with entities within the Midlands region to become the state's prime destination for residents, visitors, and businesses.
- #5** Provide high quality municipal services, effectively, efficiently, and responsively.



Are we missing any guiding principles for this element?
If so, leave yours with us on a sticky note.

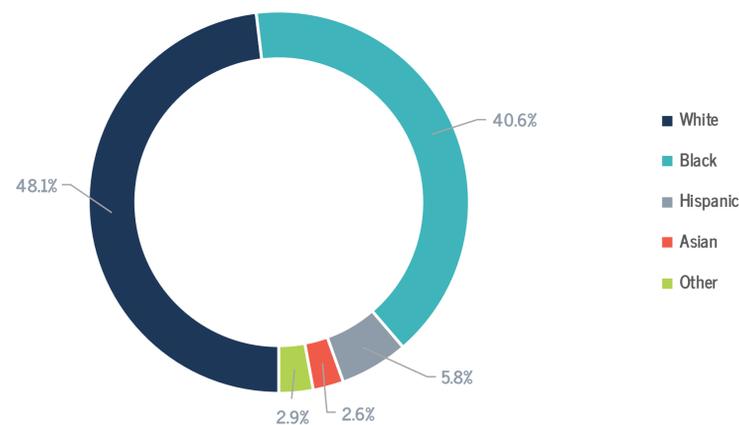




RACIAL DIVERSITY

Columbia is one of the most racially diverse cities in South Carolina. As we plan for our future, we should be cognizant that Columbia is made up of a wide array of people with different backgrounds, experiences and social structures. It is important to recognize that a one-size-fits-all approach to finding solutions to problems may not always be useful. Collaboration between our diverse population and bringing our experiences together will enable us to meet our 2036 vision.

Racial Makeup- Columbia, SC



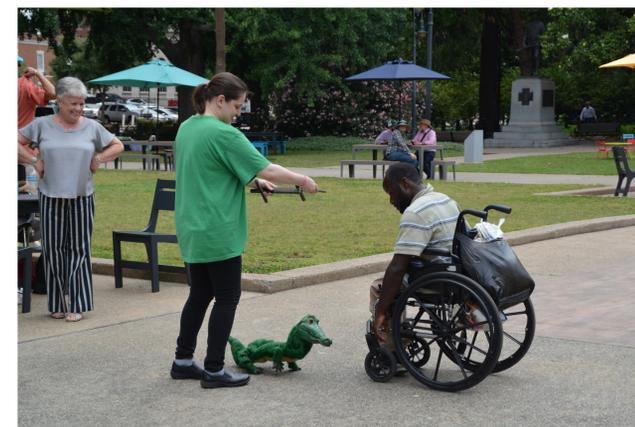
Source: 2017 American Community Survey

The U.S is aging rapidly and Columbia is no exception. Ensuring that Columbia has the resources to take care of our elderly population will be critical moving forward. Basic amenities such as appropriate and affordable housing and diverse transportation options will be needed, but so will a trained workforce of doctors and caretakers. Is Columbia in a position to meet this coming need?

INCLUSION

Columbia strives to be a city for all people, regardless of who we are, where we come from or where we are going. Our Columbian community is made up of a rich tapestry of ideas and ideals. Columbians wish not to be merely tolerated or accepted, but to be faithfully included in all aspects of life.

How can we become more inclusive as a City and as a community?



A marionettist from the Columbia Marionette Theatre performs at Enjoy SC



Congolese children learn how to pull a vase with artist Paul Moore at the Columbia Art Center



A family relaxes on chaise lounge chairs during Enjoy SC



A group of people listen to a concert during SC Pride Festival
Courtesy of Famously Hot South Carolina Pride



OUR ORIGIN STORY

Columbia was founded as the capital of South Carolina by the State Legislature in 1786. The City was initially laid out in a 2-mile, 400 block square grid, making it the country's first planned city. Columbia's central location and location along the three rivers quickly made Columbia a hub of commerce and influence.

In the intervening centuries, Columbia continued to grow, both in population and size. Columbia became a city beyond being merely the State's capital. The people of Columbia began demanding amenities befitting a world-class city: walkable streets, nationally-known museums and entertainment, and equitable access to goods and services. Today, we continue to plan and strive for this goal.



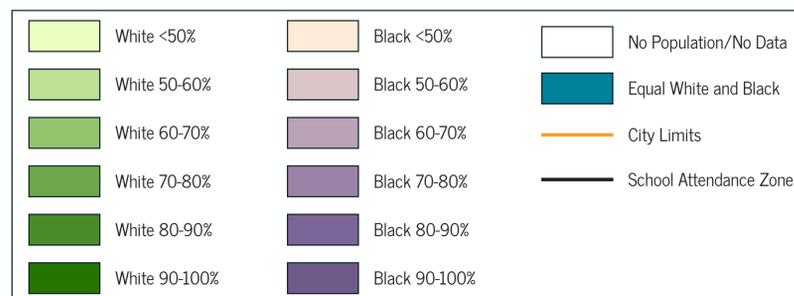
Gervais Street in 1984 - "The Ugliest Street in America"
Care of National Geographic Magazine

COLUMBIA'S CHANGING RACIAL LANDSCAPE

While the racial makeup of Columbia has been more or less stable over time, the areas of town that persons of different races call home have been shifting. In the past, there were areas of town and neighborhoods that were racially diverse. More recently however, there seems to be a movement toward areas becoming more concentrated in terms of race and less diverse. **Why do you think this is happening and what can be done to address it?**



What can be done?





Columbia COMPASS

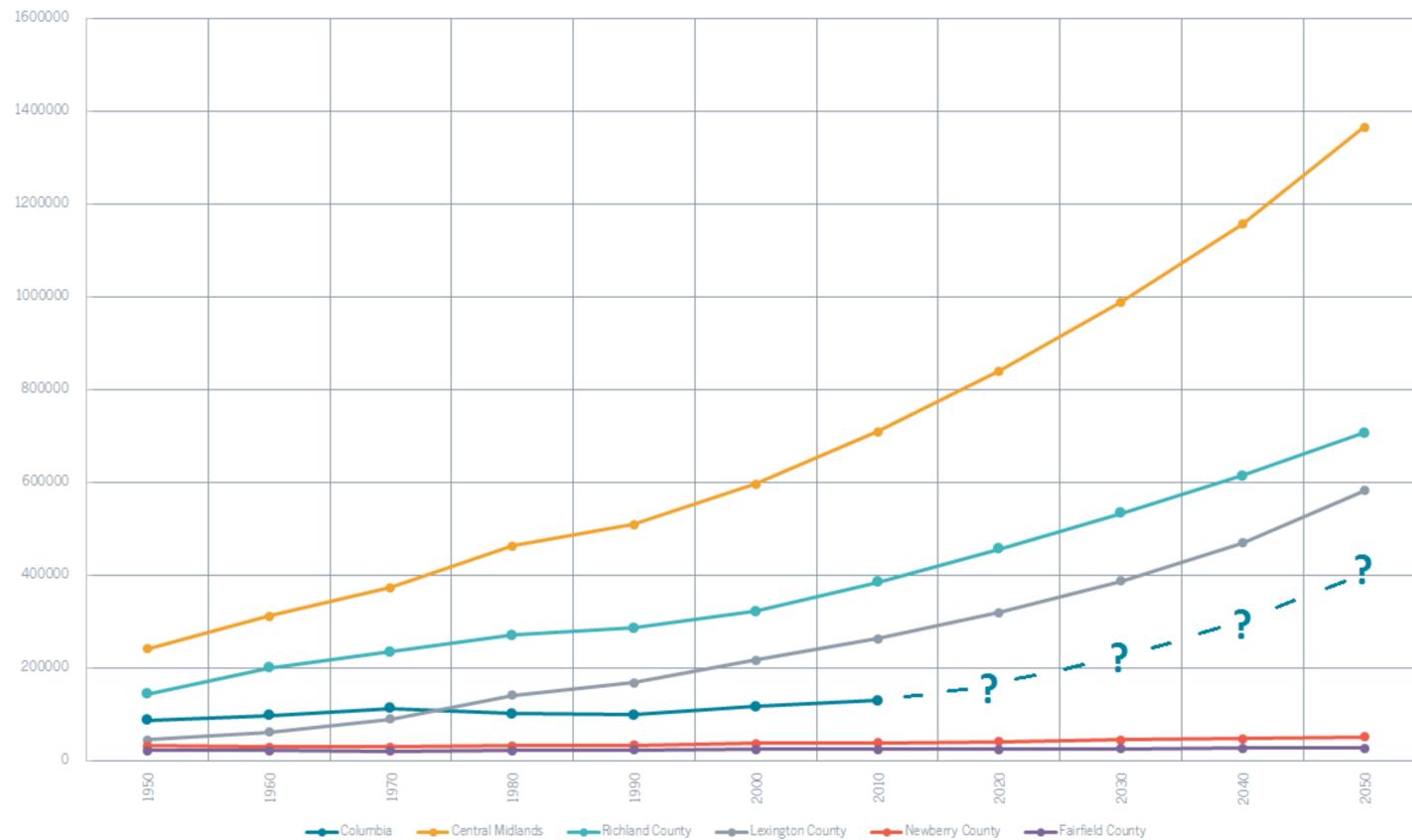
Envision 2036

Where We Are Going

PROJECTED POPULATION

The population of the Midlands (Richland, Lexington, Fairfield and Newberry Counties) is expected to nearly double by 2050. While not all of these people will live within the municipal boundary of the City of Columbia, the vast majority will be serviced by the City, either for work, travel or entertainment.

As we plan ahead, is Columbia ready for this amount of people to come to the City on a regular basis? How do we prepare for these people in a sensible and sustainable manner?



Information courtesy of the Central Midlands Council of Governments

COLUMBIA'S CYCLICAL POPULATION

The Columbia area has a number of groups that tend to live in Columbia only temporarily. Thousands of people cycle through Columbia each year including recruits and soldiers at Fort Jackson, students from the colleges and universities, and State employees and legislators. However, many of these people do not stay in Columbia permanently. Looking to the future of the City, what changes does the City need to plan for to entice people who pass through Columbia to make the City their home?

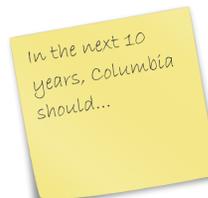


A young girl conducts the Columbia Symphony Orchestra during Enjoy SC

Much has been said of the "Millennial" generation and what the effect of their current preferences will mean for the future of cities and companies. Millennials have been shown to prefer to live in an active urban environment with plenty of activities and amenities to enjoy. What will this mean for the future of Columbia as the City is currently configured? What else could we do to encourage to move here and stay here?



Is there a strategy we are missing that we should consider accomplishing in next ten years? Write it down on a sticky and leave it here.





Columbia COMPASS

Envision 2036

Public Health and You

FITNESS AND WEIGHT

South Carolina routinely ranks near the bottom of national studies for individual fitness levels, weight-related diseases, and childhood obesity. In a 2013 report released by DHEC, nearly 70% of Richland County's adults were overweight or obese, well above the state and national averages. Factors that contribute to this include a lack of opportunity for outdoor activities or exercise, a lack of accessible healthy foods and a lack of education about how to make healthy decisions. Unhealthy lifestyles may lead to mobility issues and other types of disabilities, higher insurance rates, chronic disease, and even premature death.

MENTAL HEALTH

Psychological well-being of a city's residents is a necessity for prospering cities. Having happy, engaged citizens leads to a more energetic and engaged community. Unfortunately, South Carolina and Columbia struggle with making this a reality.

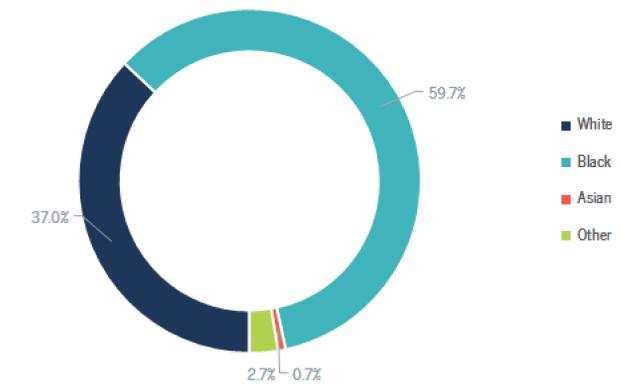
In 2018, the CDC released a report showing South Carolina as having the highest increase in suicide rates in the Southeast, increasing 38.3% since 1999. At the same time, suicide rates among high school and college students have skyrocketed. Going forward, mental health care is going to be a major topic of discussion for the City and its residents. Do we have enough resources to meet the need? How do we foster and expand opportunities for people to get help in Columbia? Perhaps most importantly, how do we begin to erase the stigma surrounding mental illness and allow those in need to get help?

While the State's Department of Health (DHEC) provides statewide and county-based health services, promoting and protecting the health of the public and the environment of the State. Similarly, the SC Department of Mental Health (DMH) provides services and housing for those with mental illness and chronic issues, including addiction services.

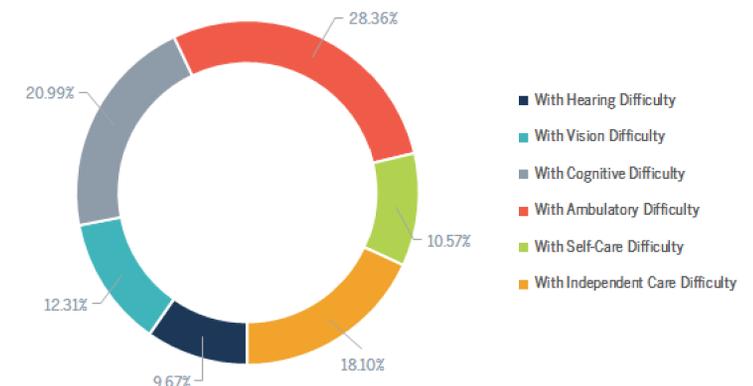
PERSONS WITH DISABILITIES

Columbia is committed to providing access to all persons, regardless of their abilities. In 2017, the US Census estimated that 11.7% of Columbians were living with at least one disability. Looking to 2036, the City, as well as businesses and citizens should consider how to best serve those with disabilities and begin reducing barriers to access.

Racial Makeup- Persons with Disabilities



Makeup of Disabilities - Columbia, SC



Source: 2017 American Community Survey





Population Element

IMPLEMENTATION STRATEGIES

Which four of the below are the most important (●) for Columbia to accomplish in the next 10 years? Let us know by placing your dots.

Pick 4!

most important (●)

IDENTIFY WHERE SERVICES AND AMENITIES ARE LACKING

Develop a strategy to ensure equitable access to goods and services and target areas where need exists.

INCREASE EFFORTS TO CELEBRATE WHAT COLUMBIA ACCOMPLISHES

Celebrate what Columbia is doing great to residents, businesses, the region and beyond.

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.

INCREASE STABLE HOUSING OPTIONS

Collaborate with other agencies and groups to support those with critical needs.

PARTNER TO ADDRESS COMMUNITY HEALTH NEEDS

Highlight and support the work done by other entities to increase the health of Columbia's residents.

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.

ENCOURAGE CITIZENS TO COLLABORATE MORE

Provide opportunities for Columbians to meet people outside their neighborhood and social circles.

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.

IMPROVE CUSTOMER SERVICE IN COLUMBIA

Train employees and businesses how to interact with Columbia's diverse population, visitors and new arrivals and encourage collaboration.

IDENTIFY AND ADDRESS LANGUAGE AND OTHER BARRIERS

Work to ensure that all Columbians have access to public information.

IMPROVE CITY COLLABORATION WITH OTHER ENTITIES

Engage in regular discussion and planning with public and private entities in the Midlands.

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.

MAKE COLUMBIA'S IDENTITY UNIQUE AND CLEAR

Foster a sense of community City-wide through community-driven branding and feedback.

