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COLUMBUS

CITY OF COLUMBUS

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Column #32 – The City’s On-line Facelift is Underway

“Under the Clock Tower”

3...2...1...liftoff! Last Friday afternoon, the City of Columbus “launched” its new website. While the look and feel of the site is new and improved, the address is the same: www.cityofcolumbuswi.com.

The new website is prettier, more user friendly and contains features that increase the ability for you to connect with your government. When you logon, the first thing you will notice is the improved aesthetics of the site. The large, color photos of various city landscapes and scenes are displayed and catch your eye. These images will be changed from time to time to keep the visuals fresh. The home page also includes easy to see and follow links to information specific to your needs. There is also a central hub which includes the latest news and happening within the City.

Along with the visual improvements and improved navigation features, the site will be integrating the ability for residents to report typical local government-related concerns. Anyone can email and call City staff right now, but the new website will be a minimal click or two for users to explain their situations or report their concerns that will send the information to the appropriate staff automatically for rapid response.

The new option that I am excited about is the “notify-me” feature on the site. This will allow city residents to look through a menu of more specific city issues and sign up for to get email updates on them when they happen. For instance, if you have school children who participate in recreational programs, a sign up will get you an email that will bring you information on those programs such as signup dates, schedules and new offerings. For those wanting to know about when leaf or brush pickup is scheduled, a sign up for that notification will bring email reminders to you about when to get your materials to the curb for collection. The different “notify-me” opportunities will cover the gamut of issues that a city resident would be interested in.

I believe that City staff and the reporters at the *Columbus Journal* will be reporting with more specifics about the new city website, but I felt the need to share my thoughts with you on the importance of the new site in this month’s column. A community website is the City’s “face” to the world, and like all of us we want to present ourselves in the brightest and most attractive way we can, to all of you living in Columbus and to all of those who want to learn about why they should come and check us out.

I also appreciate the time that City staff have put in over time to review the current website and determining necessities required for the new one. Thanks also to Mayor Crombie and the Columbus City Council for their input and assistance in making it happen. As I mentioned earlier, our new site will allow us to keep improving the features in the site, so whether you are interested in learning about what is coming soon, or not, I recommend you visit www.cityofcolumbuswi.com often for updates!

If you have any questions on this or any other issue before city government, please contact me down at City Hall at 623-5900 or via email at pvandersanden@columbuswi.us.

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