



For Immediate Release

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Housing Authority Introduces New Agency Brand and Website Page

COLUMBIA, SC---The Columbia Housing Authority is introducing new branding for the agency and its affiliated entities with a temporary website splash page.

The temporary splash page is the first of several rebranding efforts aimed to enhance the professional image of the Housing Authority and provide a modern, progressive identity for the Agency.

Interim Executive Director Ivory Mathews explains, "Our goal is for Columbia Housing to be viewed as a professional, client-centered agency which contributes positively to the community. Having an easily-identifiable brand builds awareness for the Housing Authority and the housing options we offer. With several properties throughout Richland and Lexington Counties and a staff of 175 employees, a soft rollout of the new branding – implemented over the next few months - will give our team the opportunity to perform the internal and external changes necessary to reflect our enhanced vision for Columbia Housing."

The new branding was initially introduced with the launch of the Housing Authority's temporary website splash page, **ColumbiaHousingSC.org**, on July 25, 2019. The temporary splash page provides access to important information, public notices, and online resources until a new, comprehensive website is completed. The responsive, accessible splash page automatically adjusts for optimal viewing on various screen sizes (desktop, laptop, tablet and smart phone) improving access to information.

The temporary splash page features links for residents to pay rent online, landlords to access the payment portal, and class registration for participants in the home ownership program. In addition, the page provides links to the latest press releases and announcements from Columbia Housing, as well as maintenance and work order submission instructions with a link to submit requests via email.

Columbia Housing Board of Commissioners and Cayce Housing Board of Commissioners are listed on the splash page along with board meeting details and links to upcoming meeting agendas. The page also features procurement opportunities as bid requests are published. An online Employee Directory lists names, contact phone numbers, and email addresses for the Columbia Housing leadership team.

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The temporary splash page will be replaced in the coming months with an interactive, comprehensive website which will improve communications and community engagement, provide accessible online resources, and enhance transparency for Columbia Housing.

Additional components of the Columbia Housing rebranding initiative will be introduced during an event to be held during the fourth quarter of 2019.

Since 1934, the Columbia Housing Authority (CHA) has provided housing assistance for people with low and moderate incomes. CHA provides housing assistance for more than 15,000 Richland and Lexington County residents through a variety of programs including Public Housing and Housing Choice Vouchers. For more information on housing assistance, contact the Columbia Housing Authority at 1917 Harden Street, Columbia, SC 29204 or phone 803-254-3886. CHA offices are open Monday through Friday, 8:30am to 5:00pm ET or visit online at ColumbiaHousingSC.org.

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