

***Attachment #3: General Plan Visioning:
Summary of Public Comments***

NOTES FROM VISIONING WORKSHOPS

WORKSHOP 1 NOTES

Please click on your group/breakout room number below, and then click “Bookmark,” to jump to your group’s discussion notes:

Group 1: [LINK HERE](#)

Facilitator: Carey Stone

Notetaker: Eva Kelly

Notes from after presentation (before designated questions)

Comment: Mentions that in the downtown, many people are Spanish speaking. They use to be able to use computers and resources at the library, but now they cannot access them. Can we take the computers out and bring them somewhere else so they can have access to these resources to participate.

David: City staff is working hard to figure out how to get a more diverse participation in the process. Lots of City staff are also able to speak other languages and have the ability to engage with population who may have lower participation.

Comment: The committee members, why are there still 2 vacancies? What is the process to get full membership?

David: The committee is formed by the Council, and they are down 1 member, and a 3-vote majority needs to happen, and unfortunately there is not consensus on who to vote onto the committee.

Comment: What does PlaceWorks do and what is the General Plan for?

Comment: Does the General Plan have any mandate or enforcement requirements to be followed?

Comment: Is there a specific decision to get the City and County to work with one another? It would be nice if there was a degree of cooperation.

Carey: There is a task to start the coordination process, and the County and City have already started contact. This is definitely an important component and is on the work task list.

G1-QUESTION 1: What values should drive future decisions in Hollister? What behaviors should govern our actions to achieve our vision? Examples of values could include equity, inclusivity, sustainability, prosperity, diversity, balance, resiliency, innovation, or integrity. (10 Minutes)

- Valerie: There are community values that need to come forward. Under the BLM circumstances, and concerns about equity in the community, to promote a healthy environment for all. We need to focus on achieving that through our parks, health and human resources, and by reevaluating our policing so that it is equitable in all communities.
 - Carey: In terms of a value word- inclusivity and equity
- Diana: Along those lines (equity), some of that relates to the types of housing being built. There is a ton of single family development which is not very pedestrian friendly. We need more diversity in housing, would be great to have more diversity of housing to accommodate more populations. Need to make sure vulnerable populations are able to be housed. Need to focus on regional housing goals to ensure we are meeting needs of the community. To enhance health, we need to also look at other development like grocery stores. Having only housing with nothing in between is not as inclusive if there was more diverse development nearby. Also poor transportation which would help to improve accessibility.
 - Carey: Accessibility and diversity
- Susan: Looking at “what values drive future decisions.” Open space and agriculture. People come here for open space, and there are great local farms. How do we get them more business? Downtown is great, how do we support local businesses? How do we make it easier for people to walk around? The library will be redeveloped at some point. How do we make these accessible and open for all? The library can be a downtown anchor to facilitate growth.
- Robin: Would like to ensure we do something about Park Hill. At the very least, in the plan have a request to make a plan for it. It’s in the downtown, it’s a big asset, and it can help boost the downtown:
 - David: what are the things you want to see happen?

- Robin: ideally, parkland, focus on parkland. We hit 2.2 acres per 1,000 people in town. We need to boost our open space. Having Park Hill be an anchor of open space to the downtown.
- Maureen: Would like to see a great community center. Disappointed that there is only a little one at Dunne Park. It is unsafe and not kept up. Really think that we need a community center. Grew up in a small town with ranges and Hollister doesn't have that.

Morphing together Q's 1 + 2: Vision and also key issues

- Robin: More green space
- David: wondering if we want to talk about downtown, transportation, development, jobs
- Tom: Maybe we can speak on development (growth, limited growth) vs economic growth. Do these conflict? Is there a way around that conflict?
 - David: It can at times mean there is conflict and we need to think about how we address it. If our goal is to limit development, we need to also think about how to boost the economy. Find a solution which can simultaneously address both.
- Kevin: (addressing previous) The airport has enormous potential. Something out there (it's currently a figurative graveyard) would be a great opportunity. Keep it up for local hobbyists? It can be an economic center for companies that could build distribution centers, research centers. It can create jobs for us here, close to silicon valley and central valley. Hollister is unique because of this proximity, there could be development related to distribution centers around the airport that can provide many jobs. Around the triangle of highways, it's an artery for commerce. Hollister should take advantage of that to become a distribution artery. Airport additionally could accommodate freight. Invest money in taking out some buildings around the airport (but address asbestos and hazardous materials) and work to enhance the economy in that area.

- David: Yes, economic development, this area has appropriate land that could help enhance the economy through development.
 - Kevin: Yes, local jobs, diversity in use.
- Valerie: Unless there is a robust type of inclusive housing to have a diversity of housing to accommodate future generations, as well as accepting the incoming groups of people who want to live/work in the area. Housing and business goes hand in hand. The economic development needs to progress at a similar rate as development. We can accommodate a lot of people in the area. In terms of the triangle (re: Kevin) is a great resource and Hollister is a crossroad that can be used for economic development. Trucking is key here- federal commerce routes are around. There is not an area that accommodates these truckers, they usually pull over to rest. As we look at the counties around (santa clara, monterey), looking at what they are doing. We can pick up where they have overcrowding, and we can pull their development around our airport area (industry).
- Diana: Echoes Valerie's comments. Along with Kevin- Watsonville is a good example. They have an airport, they created a distribution center. We can look to them to see how we can make this shift too. They are also a bedroom community too. Helpful to understand who are the major commercial businesses/economic drivers in San Benito County that we can work to bring into Hollister. Address what their plans are for growth and expansion. When looking for a job in high school, had to go to the outlets, hard to find a job. Important to consider lack of jobs while we move forward.
- Anne: Along with Diana and Valerie. We are a bedroom community, we need to focus on getting more companies and jobs here. Attracting businesses need to be a higher priority so that if there is an economic downturn, we want them to stay here do they don't go live where their work is. Job diversity/ economic growth needs to be a huge focus moving forward.

- David: Lots of agreement on bolstering jobs/ economic development. There are different views on growth/development. We should consider and continuously talk about how to accommodate development, while also building the economy.

G1-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

Answers discussed in Questions 1 and 3.

G1-QUESTION 3: For each key issue, what is your vision for that topic in 2040? What kind of community do we want to become? (20 Minutes)

- Michael: Economic development issue- the City does have some economic development personnel. It would be useful what is/is not in place and what has/has not worked in the past to put some context into what the vision is. This input would be useful to see if they have dealt with companies in the past and if they know that there are existing issues with these ideas of bringing industry.
 - David: This is part of the process. BAE is doing an economic report to amend the visions re: economic development. We are hearing part of the vision for Hollister is to have a more diverse economy, this will be addressed through the project.
 - Michael: Have worked for home builders in the past decade so has a different perspective.
- Diana: As my family ages in Hollister, I would like a more walkable community for them. My grandfather will need a place he can safely and comfortably walk around. As people age, their needs with transportation, accessibility, and services change over time. We should consider this type of aging when we consider the future.
- Tom: Would like to see a very vibrant downtown with infrastructure brought into today's standards. State of the art convention center/community center with a pool, vibrant parks. Have some concerns with a node of development on 101. There is a vocal anti-growth group in town and am unsure how to reach them. This can be

a stumbling block to economic development which is desperately needed.

- Valerie: Agree with Tom, Robin, Diana- that a walkable community with a plan for complete streets, good circulation for transport with county transit so that our elderly and our kids can get around via transit, good bike/ped accommodation. In planning these are highly recommended. California and national organizations are pushing for this type of accessibility. We need to take care of the health of our community. Need to encourage small businesses in congruence with tourism. This all contributes to the mental, physical, and economic health of our community.
- Susan: Agree with Valerie and everyone else. Our historic downtown is unique, how do we enhance it? Diverse and affordable (?) housing is a priority, ensuring we look at accessibility to ensure we can house our whole population. Transportation- train to Gilroy?
- Robin: The train would be ideal, to see the walkability would be great. Some places of town were not required to build sidewalks so there are gaps or just lacking infrastructure to accommodate walking. Would like to see sidewalk gaps filled in. Walkability and trash-free are priorities.
- Maureen: Would really love to see the downtown be like the old hometown it used to be. Would love to see the whole downtown area closed off, made easier for walkability, open air restaurants, lots of businesses. Like santana row strip- it's safe, fun, great place to gather.
- Sara: Agree with these points. Would love to see the General Plan focus on infill. Development of the airport takes into consideration the use of agricultural land of around it. The Leatherback space on McCray Street could be enhanced/infill development. Wonderful library community center that highlights Hollister would be better than reaching out into the county which is already a hub of the county. The trucks on the road are moving food. There is so much infrastructure required to support infrastructure. There should be communication and planning to ensure Hollister can grow as a vibrant economic area while maintaining a purposeful boundary (vibrant but contained urban

center). The State is mandating the building of homes, so that development will happen. The vision needs to address how this is going to happen. Needs to ensure how we build the type of housing the community can afford, and ensure we develop as infill.

- Kevin: Agrees here. Re: Diana’s comment about seniors- we need housing for seniors. Agree with the idea of controlling housing, but not the way it is currently planned. The housing needs to support the economic growth we need. We certainly need to infill the gaps we have, build up and use the space for apartments. Let’s use the space we have and not turn down anything that comes up. With the upcoming election, we need to know what is coming up in the measures (development). There is a growth initiative that we want to make sure that everyone understands what is happening- we don’t want to constrain ourselves in the next 20 years.
- Willis: Following this- a concern of mine is with the State housing development pressure, plus the relationship between the county and the city, and also the compatibility of various zoning categories with agriculture. Was a 3rd generation farmer in the county and currently lives on the farmland. Houses are poor neighbors from the view of the farmer. Industry and farming are generally compatible. Housing should be considered strongly, but what has happened historically and what will continue, is housing growth whack-a-mole where they (City and County) go back and forth with supporting/no supporting growth in different area. Anything in the vision statement that highlights maintaining consistency with the county and city is very important.
- Davids summary of what we have heard:
 - Jobs and economic growth- particularly at the airport and industrial park
 - Smart housing growth, knowing housing needs to happen, accommodate state while meeting local needs and diversity- focus on infill
 - Enhance downtown and ensure it is walkable and is also a destination

- Transportation system that has better bike/ped accommodation, transit, a train perhaps
- Community spaces and Park hill in the downtown focus on open space
- Look at land use compatibility, particularly with agriculture and other uses
- Coordination between the City and the County

David's concluding notes:

Jobs—at the airport and in industrial park; especially logistics taking advantage of location on 156 / 25 / near 152

Responsible housing growth, especially infill and affordable for current residents

Downtown as a center / focus

Complete streets, walking, biking
Possible future train

Community facilities: for example community center, pool, Park Hill

Ag preservation, including buffers

Contained footprint

Coordination with County

WORKSHOP 2 NOTES

Please click on your group/breakout room number below, and then click “Bookmark,” to jump to your group’s discussion notes:

Group 1: [LINK HERE](#)

Facilitator: Carey Stone

Notetaker: Eva Kelly

Spokesperson: Tristan

Group 2: [LINK HERE](#)

Facilitator: Ambur Cameron/Areli Perez alternate

Notetaker: Torina Wilson

Spokesperson: Rebecca and Kristopher

Group 4: SPANISH [LINK HERE](#), ENGLISH [LINK HERE](#)

Facilitator: Ricky Pozos

Notetaker: Maria Mendez

Spokesperson: Dawn

G1-QUESTION 1: What values should drive future decisions in Hollister? What behaviors should govern our actions to achieve our vision? Examples of values could include equity, inclusivity, sustainability, prosperity, diversity, balance, resiliency, innovation, or integrity. (10 Minutes)

Roxanne: Include **strong partnerships** as a value. Talking about San Benito County should be included, cross over between the County's jurisdiction and the City should be included in the General Plan. There is a strong relationship **between the City and the County**.

Tristan: How can we more adequately update our infrastructure for large housing developments before the construction begins. We are going to see a lot more development in the future.

Carey: assessing the housing infrastructure for the future is part of the CEQA document and GP process

Broader implications for planning

Sal: We have a diverse group of people living in the County. Hopes that we all have a voice in how the City grows. Knows that **diversity** is important. One of the reasons that he loves Hollister is that even though it is small, it is quite diverse.

Talking about not just race and ethnicity, but also religious groups, gender identity, religious groups, economic diversity. Not gentrifying areas of the city.

Greg: Wavering between community and relationships. There is a cross between better understanding. **Equity**, there should be a place for everyone to fit in and be a part of Hollister and the community.

Decisions should be equitable, consider all people in decisions. Providing access to all, not just certain income levels or certain neighborhoods/areas. Jobs, technology etc. Public resources - library.

Diego: Equity should be a critical value that should guide our plan.

Anita: **Sustainability**. There are too many people on the highways and commuting. There should be sustainability between job growth and housing.

Roxanne: **Health and safety** are very important. Re: Anita, commuting impacts people's health, they cannot spend time thinking about staying healthy because they are on the road. Having safe neighborhoods to walk.

G1-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

Health, Safety, Long Commutes

Greg: Sustainability. Specifically from an **environmental and conservation** standpoint, as well as transportation and commutes. Would advocate for a degree of **ag preservation**, water efficiency

Anita: **Historical Preservation**, historic neighborhoods are not all covered by the current preservation guidelines.

Tristan: How should we set up communities in the future? Do we want big neighborhoods, or should we have **walkable neighborhoods**. What land do we have say over? Is all of the land in the GP under the jurisdiction of Hollister? What

Carey: Hollister has control over land in our city limits. SOI indicates areas that the City anticipates growth. The planning area defines the area where the City should have policy or influence over. While the County ultimately has the jurisdiction, the City will be able to provide comment.

Tristan: it is important to note what is in the area and outside of the City, so that we can plan for what is in our planning area. Cooperation with the County.

Roxanne: we need to have **economic growth**, opportunities for other jobs, revenue. There are services that families do not have access to in town, so they have to go outside of town. Re: Tristan, walkable neighborhoods - we need to make our streets more walkable and self-sustaining has to do with our zoning ordinance.

Sal: **Advocate for the arts**. This town is growing fast and the schools are growing. There are diverse students. There should be more art incorporated into the city, art education in the schools, equal opportunities in schools for music and theatre, don't want to go out of town for art opportunity. Wants to see the town grow with art available for students, and to have more art throughout the town. Art in the city makes a town complete.

Anita: San Benito river cannot be ignored. The County **River Parkway** that has been proposed is slowly being implemented. The City should keep its "eyes on that prize". It is an educational and **recreational** opportunity.

Develop the parkway, but also connectivity. Complete Streets.
Shaded walkways.

Diego: Wants to note that there is currently a big issue involving school issues in Hollister. The high school district put out a bond that did not pass in November. Understands that there is a new facilities master plan for 163M high school bond. Hollister school district is ~10 months from finishing Rancho Santa. Concerned with having to go out for a bond for new facilities. Need to consider a process for levying high fees on development projects in the city to prevent aging schools that we don't have money to fix.

Carey: When was the new bond.

Diego: Believes it was at the last High School board meeting. It is a different district. The two districts can run together in regard to bonds.

Adequate funding for schools.

Roxanne: Technology should be improved. Improve **technological infrastructure and other infrastructure**. How can we utilize technology better. Expand tech to our families in our communities, not just broadband, but in general.

Carey: tied to economic development, family life?

Roxanne: Re: Sal, how are our cultural groups affected by technology. Is there a need that is not being met with technology? If there is new economic growth, do our schools and children have access to technology. Should always be considering technology in any updates or projects.

Anita: **Youth activities**, bowling alley or other activities for the kids to do in town.

Expanding on Arts conversation:

Roxanne: Aside from sports, there are not a lot of other opportunities for youth to be involved in activities in town.

G1-QUESTION 3: For each key issue, what is your vision for that topic in 2040? What kind of community do we want to become? (20 Minutes)

Education, Infrastructure (technology, sewer, water), Community, Sustainability, Land Use Planning, Neighborhood Planning, Walkability

Tristan: One thing that hasn't been talked about is how do we value our community? What is short-term vs. long-term value of the land and resources that we have? How can we use those estimations of value to tie it together. Thinks that we have some of the most valuable land in the world. In Silicon valley and Morgan Hill and Gilroy will be filled in 20 years and growth will only be able to happen in the Hollister area. In 20 years, we will be a really important hub for development beyond Hollister. We should set ourselves up for future developments. There are automobile research facilities in the planning process. How can we incorporate those industries into the future.

Carey: Hollister will become a hub for innovation and technology.

Tristan: utilize our heritage and small town feel to influence this hub. Do we want to be the next silicon valley. Use food technology? Not sell ourselves cheap, make development pay top dollar because our land is valuable.

G2-QUESTION 1: What values should drive future decisions in Hollister? What behaviors should govern our actions to achieve our vision? Examples of values could include equity, inclusivity, sustainability, prosperity, diversity, balance, resiliency, innovation, or integrity. (10 Minutes)

- Amanda: at the arts council we highly value innovation, the spaces we live in are beautiful and are for all people to enjoy, there is a process people go through to beautify the city and also ties to **equity** and **inclusivity**. Collectively all our own. Sustainability is a huge priority to the arts council, and related a lot to the economy when people are able to work and live in the city and have a good life.
- Rebecca: Amanda. One thing I would like to see in the city is **more cohesiveness**, our city is sometimes divided, our city **working together for the common good**
 - Torina: smaller more close knit and you can know your neighbors
- Louise: People have seen the benefit to see arts in the classroom; reason for students to be at school is to have arts in the classroom. Wonderful way to get the community together and inviting all people of the community to take classes and learn about the arts. I see that when people get exposed to it they start to see the beauty, the kids start to draw nature and get to see the community; it's enriching.
- Kristopher: For me, it's about balance. Great points brought up before. For me, its economic development, when i look at downtown and businesses, I see businesses come and go. I've been here for 20 years, how can we balance. How do we keep the small town feel and allow small businesses to prosper.
- Torina: **Strong desire to preserve the small town feel of Hollister**, and that is many different ways, and you all touched different ways the community can foster, watching economic development, trying to pursue different types. Connections to downtown, a lot of **public art** was mentioned and this connects with **building a sense of community**. **Build a place where people want to go**.

Summary: Concerns around uncontrolled growth, and the impacts traffic creates around the town. We'd like to see Hollister be more of a tourist destination, a vibrant place that brings the community. A place where everyone is welcome. That brings people together from different backgrounds, different walks of life. Hollister is a beautiful place that we want to share with people. Do it in a balanced way to help the community grow economically; helps small businesses thrive. Make housing affordable for all. Arts and culture is essential to the community; many would like to see a center or zone for this.

G2-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

- Louise: The community has been **growing too fast**. Seeing houses going up too fast, houses look the same, have no backyards. Hoping to slow that down. Traffic has increased, **have more businesses that are local to sustain the community**. To stop the growth, more and more ag land is being lost to development. Came to this area to be in a small town.
- Amanda: **Easily access downtown and easily access the parks**. Creating ownership and value. Totally agree with Kris about the balance, we see downtown and during the pandemic we wonder what is going to happen to the small businesses. How can we have more tourism coming through the town, not just for the biker rallies
 - Torina: Economic development and tourism
- Rebecca: Add to what Amanda and everyone else is saying. Activities for families, family oriented, **things in the town that attract people to get out of their houses**. With Covid we're seeing a lot of people getting on bicycles, i'm seeing neighbors in town i haven't met before. People have become **more of a community** and I want to see that grow with recreational activities. Our **downtown needs to be more of a tourism** center, we need to be a town that people want to come and visit, a destination and not just a bedroom community to San Jose. Traffic is huge.
 - Torina: We are reaching a consensus on the ideas

G2-QUESTION 3: For each key issue, what is your vision for that topic in 2040? What kind of community do we want to become? (20 Minutes)

- Torina: examples such as bike lanes, supporting bicycle and pedestrian, supporting small town feel
- Salvador: We need to help revitalize downtown, have more businesses within the entertainment. Need to be more businesses that need to attract more people downtown, example bowling alley. Should be the responsibility of the City staff and officials to bring in businesses. A variety of businesses are needed, specifically mentioned activities for adults, **things for all ages**.
- Kristopher: How do we make it where people want to come here? How do we get people from Monterey, from Gilroy, from Morgan Hill? There were outdoor concerts where the parking garage is, there needs to be more places to **bring the community together**.
- Louise: My dream is that we can have theater and music, and we can all have one place downtown. Maybe in 2040 that is possible, but it would be wonderful for the community to have something like that. Where young and adults could go to one place. The high school theater could hold events. I remember dancing on top of the Briggs Building, it was tons of fun. I remember you could meet your neighbors, bring a picnic basket, a nice way to bring the community together.

G4-QUESTION 1: What values should drive future decisions in Hollister? What behaviors should govern our actions to achieve our vision? Examples of values could include equity, inclusivity, sustainability, prosperity, diversity, balance, resiliency, innovation, or integrity. (10 Minutes)

Karminder: good behavior... if our representatives/ elected officials could get along and work together. Get along.

Tami: Long term sustainability.

Dawn: collaborate... if everyone could get along and work together. Incentives for businesses to be able to attract more people rather than traffic.

Karminder: City should not keep sprawling - ok that agriculture land is near residential. How do we preserve this land? Focus on small multifamily housing rather than big housing. Increase the quality/ options/ investment of the education system.

Sandy: Homeless situation. Focus on more infill and increase density, mixed use to get more population and businesses. For the City to grow we need more people and be self sustaining. Emphasis on education to attract higher value/ businesses that pay more.

Tami: Education parks, enhance our services and infrastructure.

Preserving Agricultural lands and parks is a main priority for majority of group, expand smart, through infill development, mixed-use. Leading to economic growth.

Attracting business through tax incentives, that have higher wages to keep jobs and residents living here and expanding the population to have a denser city.

Place an emphasis on education in the schools like in the Silicon Valley to be able to attract higher value businesses with higher paying wages.

Hollister is a supportive town for special needs, but there is very little emphasis on science education and hands-on learning.

There needs to be a change in mindset re: schools.

Magnet schools provide a more holistic curriculum.

Preservation

Education

Inclusivity

Economic Empowerment

Sustainability

G4-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

Traffic - Measure G will take a while to be implemented.

Biking needs to be safer

Impact fees need to be properly priced - need to take a look at pricing structure

Circulation: should be all modes of travel like walking , biking, and riding transit. In need of a bike lane and pedestrian facilities because people are on the road and it is very dangerous

Majority of our schools don't have safe routes to schools

Schools are getting very impacted due to population rising - we need a new high school

City roads and ambulances (emergency response) are insufficient

Motor homes with people living in there parked on the street (homeless issue) - also homeless people living in parks

Agricultural issues - cultural preservation

G4-QUESTION 3: For each key issue, what is your vision for that topic in 2040? What kind of community do we want to become? (20 Minutes)

Traffic - no roundabout, need more local jobs that pay a living wage and benefits to help alleviate traffic to avoid commuters, traffic is congested at the large shopping centers esp on the weekends, need more local shopping centers dispersed throughout Hollister, congestion also from school traffic

Bicycle and pedestrian safety - more and safe infrastructure can help reduce school traffic congestion, Safe Routes to Schools program would help provide these types of improvements and help mitigate traffic

WORKSHOP 3 NOTES

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Group 1: [LINK HERE](#)

Facilitator: Carey Stone

Notetaker: Eva Kelly

Spokesperson: Nancy

Group 2: [LINK HERE](#)

Facilitator: Torina Wilson

Notetaker: Bryan Swanson (alternate: Todd Bressi)

Spokesperson:

G1-QUESTION 1: What values should drive future decisions in Hollister? What behaviors should govern our actions to achieve our vision? Examples of values could include equity, inclusivity, sustainability, prosperity, diversity, balance, resiliency, innovation, or integrity. (10 Minutes)

Nancy: It is important for the community to remember how culturally diverse we are. We can plan the community to speak to that and help residents feel as a single community. Respecting **Diversity**. Important that as we develop neighborhoods in the city and develop a plan for existing neighborhoods, we need to remember that we don't want to isolate individual neighborhoods. There should be a flow ro opportunity for residents to coexist and mingle. Interested in people being able to walk, bike, get to each other's neighborhoods in an easy way so that they can feel that it is one community. Separate, but interesting, and still one. People should be able to move freely, the city has not been planned well.

Dan: Nancy covered most. Ability to be **sustainable**, to live and work in the same area without having to commute out. Have a City that has characteristics that provide housing recreation, other helpful activities that attract businesses to the area. River parkway is important. Park behind High School is important. People should have the ability to recreate in their own town, should not have to leave to work or to recreate themselves.

Drew: Interested in water and wastewater utilities in the City. Sees Hollister as unique in that it has very good water/wastewater facilities currently, interested in maximizing those. Sees utilities as a right for those living in the community. People depend on facilities to drive the economy. Lived in Carmel, and the cost of water on the peninsula was very expensive, hopes that this does not happen here. City should look at the planning of facilities to keep them sustainable and affordable, so that they can continue to drive economic vitality of the area. The City should not limit their utilities as a way of impeding development; there are better ways to do that than hamstringing utilities or making them expensive or ineffective, because that can drive existing community members out. The city should be proactive, if you are not proactive, it costs more money than the City can afford. We cannot rely on State or Federal funding to bail out the City in the future.

Carey: The General Plan will consider infrastructure in the process.

Rob: Thinks that one of the values is diversity in housing options. Hollister does not have condo/apartment type housing; mostly ~6,000SF type lots. Everyone should be able to afford to live here.

Carey: Diversity in housing and diversity in people

G1-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

Carey: Diversity, **Connectivity, infrastructure planning**

Arielle: Has noticed that we have a lot of County pockets in the middle of the City. A lot of the pockets aren't up to date to City standards - utilities and wastewater/water. It would be important in the Municipal Services Plan to consider incorporating those islands to create one cohesive environment. Helps with management between the jurisdictions (City and County). You don't generally see pockets like this often. It makes it difficult for some things - the city will pave a road and stop at another road because it is county jurisdiction. Those neighborhoods take City services, but they are not paying for the services that are being provided. They should be incorporated so that they are properly paying for services and getting all services.

Robin: Key issue should be deciding what to do with **Park Hill**. Turn it into parkland so that the City can apply for grants (prop 68 funds for park land). While it is city property, there will be nothing that will happen. There are hazardous materials and it is a fire hazard currently. Important to have a plan for the area in the General Plan.

All Parks and open space, need to meet ratios of acres/person

Nancy: Is a general land use plan appropriate at this time? Hearing that we don't have a good/viable land use plan - park hill, river parkway, infill islands. Maybe we don't have a good vision of how the city should look and how it should grow

Carey: The process will look at land use. The vision is the first step. **Coordinating with other jurisdictions**, etc. can be part of the vision, and then later on we can make a policy about, for example, how park hill is treated in the future.

Annexing county islands

G1-QUESTION 3: For each key issue, what is your vision for that topic in 2040? What kind of community do we want to become? (20 Minutes)

Carey: **Walkable, connected neighborhoods** where we people can live and work

Robin: Truth. There is a lot of, doesn't feel that things that happen in the City are truthful; always has a political spin.

Carey: **Transparency**

Drew: Not an unaffordable satellite to San Jose. Re: Rob, this is a unique community, and as San Jose and Santa Clara grow, Hollister is a place to commute there from. Would like to see walking and biking here in Hollister. A value would be not having to commute long distances for employment.

Carey: Holistic, **economically independent community**

Dan: Economic viability of the area. Unique characteristics. We could be the hub for the county itself. The county has a national park, great hiking on the de Anza trail, wine tasting, potential for agro-tourism. We could be the hub to create economic viability and sustainability for agriculture in the area. Ag could diversify to bring additional income. Ag ranch in south county. People come to Hollister to buy groceries, etc. for camping. Hollister should support that (?)

Carey: **Tourist hub** (not destination), jumping off point.

Andrew: Re: Arielle, jurisdictions jump from block to block and street to street. Would like to see the architecture of new developments reflect the County architecture in places. Valley View Road has a lot of houses that are more interesting than for example those on Southside Road (Arielle: Those are actually county houses)

The houses on Valley View are older. Downtown does a good job of that

Carey: **Strong architectural character**/visual signature; Architectural Variation

Rob: Would like the City to look at is making sure that all age groups can do well in Hollister. Whether that is young singles starting their career, or people well into their careers or retiring. We should not become pigeonholed in one demographic.

Carey: Supporting/ being inclusive of all demographics

Arielle: Loves the multimodal interests that she hears from different people. Creating a place to walk and bike. There is a variation as you move out of the City jurisdiction, it becomes an ag community. Being able to have a good transition/plan for transition between the two. Santa Ana created a green belt between their community; there are a lot of ideas out there and these cool ideas can be included in the General Plan.

Nancy: She has been involved in several prior processes for planning (hwy 25/Nash road, downtown plan that included more walkability) doesn't know what happened to those plans, and a lot of work went into those plans. Maybe we can relook at some of the plans and implement them or their ideas now.

Carey: Being aware of and building upon previous planning efforts.

G2-QUESTION 1: What values should drive future decisions in Hollister? What behaviors should govern our actions to achieve our vision? Examples of values could include equity, inclusivity, sustainability, prosperity, diversity, balance, resiliency, innovation, or integrity. (10 Minutes)

John - Major reason for him to participate is the amount of traffic going in and out of Hollister, mainly the large number of commuters. There is also the construction of many (for sound) that are being constructed around Hollister. Believes they are visually not appealing.

Lee - Agrees with John on traffic and understands the housing development pressure that Hollister is expecting due to the Bay Area economy. Lee appreciates the agricultural and arts element but would like to focus on the economy and possibly the incorporation of passenger rail. Would like to maintain the character of Hollister, i.e. agriculture and wineries. Would like to focus on rail development in Hollister to assist in reducing vehicles on the road. Believes Hollister can be a beautiful extension of the greater Bay Area in large part to the beautiful environment. Made reference to New York; Hudson River Valley (upstate New York) to Manhattan.

Jennifer - Believes Hollister doesn't have a ton of obstacles in front of us, we have a lot of abilities to be **innovative**, and that the City should capitalize on that. Believes that the Complete Streets project was a great project and believes the **core values need to be included in the General Plan** and need to be **inclusive of the entire population**.

Kristina - **Jobs and quality of life** as a big picture. Rail line is privately owned, which is an obstacle but also an opportunity. We have an excellent culture which is inclusive but the **community is apprehensive at times due to the political climate**. Majority of rail lines in California are owned by Union Pacific, yet the **rail line in Hollister** is only used by Tri-Cal and San Benito Foods (tomato cannery in downtown).

Jamila - Biggest concern as being a resident in Hollister, is equitable housing for everyone. We should have a mixed type of housing, i.e. townhomes, condos; not necessarily single family homes. It is difficult to build wealth in Hollister for many individuals due to the difficulty of purchasing homes (expensive housing prices). We are potentially missing a generation of Hollister residents by not allowing everyone to purchase homes.

John - How do we locate larger businesses in the Hollister area? If local jobs occur, we can reduce some of the commuting traffic. If we create businesses, that will produce jobs, this should be the most important thing to focus on. Believes the issues are because of past government decisions, which did not make it easy for businesses to locate here. It caused backfire and those companies to moved to Arizona or Nevada. Doesn't care the type of business but cares more about creating the jobs by the companies that open here.

Kristina - Want to echo what others are saying. Hollister currently does not have the right housing balance for our local residents. We do not have a good system, (reduced impact fees) that entice different housing types.

G2-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

There is a lack of larger businesses in Hollister. Enticing these businesses can create jobs for the community.

There is a **lack of a diversity of housing** to accommodate the Hollister population. There are not many incentives for developers to build diverse housing. Hollister has a strength in aerospace, agriculture, etc., and there is an opportunity to bring these businesses to Hollister. A good majority of Hollister residents travel north for work.

Are there jobs related to arts and culture that can blend with agriculture, etc., that can be used in Hollister?

Jennifer: **Creating City identity and community identity**. Can we focus on neighborhood identity, collaborating with schools? Schools impact traffic and housing and play a big role in the community. With Covid we have seen how we can effectively work remotely. How can we use this as an opportunity to create more work and reduce commuting, how can we incentivize this? Encourage it? Bring broadband to the City.

Kristina: Need better **access to broadband** and a way for the City to facilitate co-working spaces. Hollister also needs more community spaces, many people head to the Silicon Valley for these resources. Lack of a **performing arts venue** and that dance companies book venues outside of the County to host their performances. Opportunity to hybrid arts/culture/library, there is a pent up desire to tap the private sector for funding opportunities.

Jennifer: We need to have a conversation about **public funding for the arts** in an effort for a larger discussion about a larger performing arts venue (addition to Kristina's comments).

John: The library has an opportunity to be used as a community center and gathering/meeting space. How can we focus on using existing facilities, so we don't lose valuable green space and ag land. The Hollister region has seen lots of transportation growth, housing growth along those major transportation corridors. Maybe this is an opportunity to place industrial or commercials along those corridors that wouldn't mind the sound of traffic.

Lee: How can multicultural aspects of Hollister be supported through a performing arts center. When thinking about arts and culture, if we don't include the culture of Hispanic residents, it would be a mistake.

Maria: Communities could use/ have used events to create murals. Kids can be involved which gets them excited, makes them feel represented, and provided an opportunity to put their feelings into art. The Hispanic community in Hollister could participate in such a program, we could look into finding locations to do this type of mural.

John: We need to create a government based opportunity so that there is an environment where residents can go to get help/ ask questions about establishing the businesses that Hollister needs. Tried to start a business.

G2-QUESTION 3: For each key issue, what is your vision for that topic in 2040? What kind of community do we want to become? (20 Minutes)

Addressed above.

Questions in middle of presentation:

- Robin: The GPAC meetings, will those all be Zoom or will there be a physical gathering?
 - There is an email notification list and those people will be contacted. Some cities do allow public meetings.
 - Bryan: The City does allow people at meetings but they are limited to how many people can actually attend so you'll have to come early. Otherwise, you will have to Zoom in.
 - Robin: So I can go early and try to get a spot inside.
 - David: Some of the GPAC members may Zoom in remotely and not attend physically.
- Arielle: When will Hollister be sharing the baseline conditions work?
 - David: This will be in October hopefully. The pandemic made a few things last longer but we are working on it. We hope to bring it to the GPAC in September (?)

Questions after the report-backs

- David: diversity, economic resiliency, innovation, housing are some topics groups shared
 - Great discussion on how to implement these values such as job creation, manufacturing, remote work improvements, housing diversity, architectural character and neighborhood identity, parks and open spaces, coordinating with the county, transportation concerns and hope for more bike/ped opportunities and infrastructure
- Julia: Wondering if we can get the notes for reference
 - David: the notes and a recording of the meeting will be available on the project website

Comment: Living in an unusual time. GP should have flexibility for changing environments. We are seeing a big shift in residential and commercial. Historically, general plans are rigid and unable to maneuver to accommodate the economy at the time. We should be cognizant of this to provide flexibility in the plan. If our intent is to orderly develop the city, we should be flexible. If commercial properties are dead in the water, and residential is very vibrant (i.e., multi-family) then we should be able to allow flexibility in zoning to accommodate those needs. I've been in this development game for 45 years, and I've observed that most communities have these roadblocks that impede developers whilst not serving the community. I want to be involved in this to share my wealth of experience in development. In my opinion, that is one of the big errors in most general plans. With the pandemic, we are seeing a huge change in habits (work, social, etc.). We want to make certain that the GP accommodates changes in our lifestyle and society.

WORKSHOP 4 NOTES

Please click on your group/breakout room number below, and then click “Bookmark,” to jump to your group’s discussion notes:

Group 1: [LINK HERE](#)

Facilitator: Carey Stone

Notetaker: Eva Kelly

Spokesperson: Jon

Group 2: [LINK HERE](#)

Facilitator: Torina Wilson

Notetaker: Bryan Swanson (alternate: Abraham Prado)

Spokesperson: Rafael

Group 3: [LINK HERE](#)

Facilitator: Ambur Cameron

Notetaker: Areli Perez

Spokesperson: Mia

During-presentation questions:

- Nancy: You made a quick mention that there are 2 positions open on the GPAC, what does “soon” mean? Considered that it continues to move forward without a citizen.
 - Hopefully next few months. The City Council will be voting soon to appoint 2 people to fill the slots. Unfortunately, due to a 2-2 split on the Council, it may be difficult to get someone appointed.
 - Nancy: Want to voice my concern that there is no community representation
- Mia: I attended the 1st GPAC and we discussed the idea of community representation, but the Mayor and the other Councilmember said they would not bring that to a vote to bring community members until after the election in November.
- Mia: How many people have participated?
 - David: Around 50.
- Jan: A trustee on the Hollister School Board and they are the largest employer and the elementary school district from the City of Hollister. Someone from the school district should serve on the GPAC

- David: We will get that comment to the Council. The Council can appoint a school board member if they choose.
- Jon: Surprised by how much staff is on the call and appreciates the participation. Because they have their finger on the bolts of the project, how is the City staff involved in the project?
 - David: All staff are extremely engaged and educated and you can be proud and happy that they are your staff. We meet with them weekly by phone to give them a run-down and they guide the process and review everything before it gets made public.
- Shawn: With the water resources association and work with a lot of the City staff, they are excellent people and are really on top of things. Wanted to mention that without water, nothing would happen in the City so I hope that the Council would choose someone from the water board to the GPAC.
- Robin: Regarding Park Hill, would it fall under the category of hazardous mitigation because of the fuel tanks, asbestos, etc., or would it be environmental justice?
 - The first issues fall under the hazard mitigation plan and those include discussion of these items. Our hazard mitigation team will be looking into this. It is an environmental justice issue if there is a sensitive population nearby such as people of color or low-income people.
 - Robin: It would be an environmental injustice because the Feds and the City dumped this on the residents and it is an injustice

G1-QUESTION 1: What values should drive future decisions in Hollister? What behaviors should govern our actions to achieve our vision? Examples of values could include equity, inclusivity, sustainability, prosperity, diversity, balance, resiliency, innovation, or integrity. (10 Minutes)

Robin: Was here at a previous meeting, suggested **truth** as a value. David asked for an example, but she now suggests the new shopping center of Hwy 25. It is called Hollister Farms, but that is not necessarily representing the shopping.

Diane: This community has been very diverse; generationally diverse. Continuing to embrace diversity and a sense of belonging for the residents of the county and the city is not only embracing **diversity, cultural and economic diversity**. There is value in investing in future generations, and young people to create a vibrant, healthy, well, **inclusive** and prosperous - economically and in its sense of belonging and **commitment to equity**. Being visionary and thoughtful as we move forward with infrastructure investments. Be mindful of equity and access as a priority for the 21st century and beyond - technology included. **Infrastructure investments**

Blanca: Build on Diane. Safety -physical and emotional - for our residents. Has lived here for ~1 year, has noticed that Hollister has a sense of family and friendliness. One of the values should be keeping the **small town community values**; whether the town grows it should still exist. We should have green spaces around the developments and improvements moving forward. There are amazing views of hills/environment is integrated with Hollister. Beyond just agriculture, Hollister exemplifies everything to do with nature.

Daniel: **Sustainability** is one of the most important aspects of any plans. You have to be a good steward of the land in the planning process. Prepare for the future a long time before it happens. It is not always the case in planning for vistas/open space, corridors, industrial development - often seen in planning that is not executed well. The new college for example, is designed as a 1980s college for 2032. COVID hit and everyone is online. There should be **forward thinking** in the planning process.

Carey: Visionary

Jon: Build strength. There is a core center that should be established before moving outward and sprawling. Not a fan of sprawl. Commuting is difficult. We should be stewards of what we have and build a plan that grows toward areas that balance resources and today's needs, but also looking to the future. Resources should be understood in the document.

Carey: Sustainability and Conservation, stewardship

Jon: We need to be good stewards of the land, don't want to see 18 million houses, but need to see more commercial/industrial growth. There is work to do internally before moving outward.

Mike: The campus - gabilan - how can the college weave in the culture of Hollister and San Benito County and have that reflected in the campus. They have prepared a masterplan type document that has some of this visioning in it, but the next goal for education should be having a community college in Hollister. Currently located in the Briggs Building. It does not reflect Hollister or its own campus and its natural beauty. One of the reasons for being at the meeting is to hear from the community and be able to integrate that into the college's planning

Blanca: Prior to moving to Hollister, was considering Santa Fe, NM, noticed while she was there that it was easy to distinguish who was wealthy and who was not. Would like to maintain that this is not here in Hollister. The beauty should be spread out throughout the community, not focus where there is wealth.

Carey: Equity, in both community design and access to Open space.

Mike: Benitoite is the stone of the county, and it is like the county in the it is unique and should be respected and embraced. At Gavilan, in serving Santa Clara and San Benito Counties, San Benito is endearing and unique.

G1-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

Carey: Access to resources, well planned city, maintain small town character

Blanca: Parks and Recreation - recreational opportunities, bike lanes and trails; circulation for all modes of travel

Robin: Support a library, even though the county runs the library, it is mostly used by city residents

Blanca: Alternative transportation - how will it be addressed in the future? It will become an issue as we grow

Diversity of transit options

Diane: Youth wanted walkability and running paths. Include bike lanes and safe places to play and gather. Especially for young people. Prioritizing neighborhood safe places so that people can go out, connect, and build community.

Jon: Infrastructure challenges, and homelessness. One thing that he hears about a lot is the park on the west side, there is a lot of homeless living there. If we don't give them opportunities for places to live, they are going to continue to grow. Doesn't want to see tent cities.

Daniel: Infrastructure is directly related to housing. One person (shawn) had mentioned water in the previous comments. All of the infrastructure challenges are directly related to housing.

Carey: making sure we have adequate water to meet future needs, or distribution?

Daniel: primarily distribution. There are old infrastructure systems that need to be improved.

Robin: There needs to be more diverse housing types - apartments, condos. Housing for younger people who want to move out of parent's homes, but also older people who are looking for smaller homes.

Daniel: Diverse housing the downtown core can create a community village. The downtown has a long way to go before it can maintain the village status

Diane: commitment to **transitional housing** and making sure that all of our citizens are able to be housed. Including migrant farmworkers, others with unstable housing.

Blanca: preserve cultural history of Hollister instead of assuming that buildings that are older should be torn down and replaced, they should be preserved.

Carey: small town character and **preserving resources/history**

Daniel: The **County/City relationship** affects the development of houses. There is a habit of the County developing houses with the expectation of the City providing support. These are outside of the SOI, and there are limited access to city services, but there is an expectation that the City will come to the rescue on subdivisions outside of the boundaries

Blanca: Build on Daniel's comment: There is not a strong partnership between the **City of Hollister and the State and Federal Agencies** in the area. Strengthening those partnerships can benefit all.

Mike: The Gavilan campus in San Benito is interested in providing affordable housing for students. Believe that this would help to eliminate the need to commute from Gilroy and can help to address the affordable housing needs.

G1-QUESTION 3: For each key issue, what is your vision for that topic in 2040? What kind of community do we want to become? (20 Minutes)

Answered above.

G2-QUESTION 1: What values should drive future decisions in Hollister? What behaviors should govern our actions to achieve our vision? Examples of values could include equity, inclusivity, sustainability, prosperity, diversity, balance, resiliency, innovation, or integrity. (10 Minutes)

Shawn - A sense of **community**.

Gerry - We need to develop more jobs to be able to work and live here. We need to focus on Economic Development so that they do not need to commute out. Many people are unable to attend community events.

Nancy - Seconds Gerry's comments, and that jobs are critical. We tend to talk about jobs in Hollister and people convert that into more housing. We need a better way to communicate to this community. **More communication is needed to support businesses to come here which rely on housing.** We could also use more emphasis on **infrastructure improvements.**

Wendy - Noticed that many families that live in subdivisions or housing but there is nothing for the kids to do. Instead of just housing, we need to include more parks, like baseball parks and such. **The kids need things to do.**

Denise - We do have an active baseball team in town, Hollister shouldn't be an event center but would be open to it. We need to bring more jobs here and development of passenger trains into Hollister. Denise feels bad for commuters that spend 2-4 hours a day to commute into San Jose.

Rafael - Whether we talk about live and work in Hollister, what type of housing and what type of jobs are we looking to have in the City? What types of jobs express Hollister? **A sense of community is independent of a small town.** What can we do in regardless of the population to make sure that this sense of community stays in Hollister? Making sure our sense of community stays in place is very important.

G2-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

Shawn - I advocate for water, even as a private citizen. Water is critical and the ability to protect our natural resources is the most critical function of the general plan. San Benito County Arts Council is picking up steam to fill the void.

Wendy - Arts is an important aspect of the General Plan, such as visual and audio arts. Something that the City can maintain. Maybe utilizing grants to promote arts and music. Mr. O's music academy is closing at the end of the month.

Gerry - A community center is very much needed to include performing arts and a library. Economic Development is very important. People in Hollister buy goods and services outside of Hollister. The ability to buy those products in Hollister is important.

Wendy - Something similar to the Louden Nelson Center? in Santa Cruz. :-)

Denise - A community center would be very nice and our existing centers should be expanded? How did we outbuild our roads? We should build out the infrastructure first and is very essential. If a traffic study was done, why are we here? It is frustrating to have traffic issues and points to our quality of life.

Nancy - Agrees with Denise about traffic and believes it has occurred due to residential buildouts. If you get a permit, and do not build right a way, the traffic comes after and causes issues. Is also a board member for the Library and believes the library is too small for the County but building another library at this time is difficult. We have many children that come to the library and have limited space.

Denise - Where do we want cannabis to be in our community? Should it be by residences? This includes cultivation and selling? We need to look at other communities to learn lessons on what went right and what went wrong.

Rafael - We should analyze Greenfield to see how cannabis was handled and mitigated. It would be very constructive to look at what you like and do not like in Greenfield.

G2-QUESTION 3: For each key issue, what is your vision for that topic in 2040? What kind of community do we want to become? (20 Minutes)

Wendy - Keep open spaces and have them inviting. The entrance of Hollister at Graf Road, should be a plaza “like” area. Similar to Watsonville and something that will keep the culture of Hollister and the identity of the Westside. We want something pretty and preserve the open space. Open spaces are gorgeous and is an asset of Hollister. Does not want them filled in.

Denise - We need to retain open space, maintain the cultural diversity. We need to have the diversity continue. We need to maintain a multi-generational community. We should allow more granny units to be constructed and to keep our family close to us.

Rafael - Multi-Generational speaks to values and a sense of community. Grandparents, parents and kids; everything we talk about relates to multi-generational and building community. As long as everyone has the basic needs, we should focus on other details, but everyone should have housing, nutrition and education. From there, we will secure multigenerational in Hollister.

Shawn - Believes that Hollister is the premiere area in the world that has organic fruits and vegetables but also needs to preserve the **organic farms** on the fringes of the City. Agrotourism is an opportunity for Hollister to focus on in the General Plan.

G3-QUESTION 1: What values should drive future decisions in Hollister? What behaviors should govern our actions to achieve our vision? Examples of values could include equity, inclusivity, sustainability, prosperity, diversity, balance, resiliency, innovation, or integrity. (10 Minutes)

Mia: **Sustainability** definitely is a top value for me. We take into account as we grow what our resources are, that our community is taken care of service wise, and that we are not taking away from our AG resources.

Jan: **Equity** is huge. We need to make sure that we have transportation for everyone, that it is easy to get to. Equity in parks and in rec areas for everyone to have equal access, especially small children, that they have equal access to parks. When new development comes in, the city and county makes sure that the schools are brought in, in regards to fees. Equity in how much money is getting back to the school district for the building of new schools.

Marc: **Prosperity and balance**. Balance has to do with land use, and making sure that there are enough planned areas for retail and job generation. All these things we are talking about there needs to be a way to pay for it, this comes from sales tax from retail.

Jan: Utilizing parks in regards to equity, sustainability, tourism, science, I can see a lot of different avenues that I can see the national park can bring to Hollister that we are not focusing on.

Jenn: I think there are certainly pinnacles as the hub of our tourism network in the county. Working together with the City of Hollister and with the things the chamber is doing, there is great potential to **increase tourism to the county, and brings substantial income**. On a personal note, I think that looking at **justice, equity, diversity and inclusion (JEDI)**; Incorporating all aspects of JEDI in our life.

G3-QUESTION 2: What key issues should the General Plan address?

What challenges face our community? (5 Minutes)

Ambur: Values we have been discussing, from **infrastructure to traffic**, that need immediate improvement.

Jenn: **Connectivity and making our city more walkable and bikeable**. I know there are plans for Nash Road complete streets. Our roads are deteriorating and having safe streets for all users is important.

Jenn: I live in between the high school and cannery, and we get certain pot holes filled but the updates to Monterey can be what our streets can look like.

Cathy: I think it is very important that we be **pro-business**. And do everything we can to **retain the current businesses** we do have. They have gone through some rough patches, and with the virus doing everything we can...

Jan: When walgreens was built and the tire place they had to put in beautiful landscapes which cost them a lot of money. While safeway has dirt, and I don't understand why they don't have to put any new landscaping in. We force new businesses to put in landscape, and not older businesses. When new businesses come in we should have the older businesses be a model. It doesn't seem fair. The cement medians, like on Sunnyslope, such as the weeds, why can't we get those cleaned up. Why can't our city focus on the weeds, those places mean a lot to our city. **Make our city attractive** to make people want to buy homes and bring businesses.

Ambur: Some sort of programming to help maintain green spaces within the city?

Jan: We as the city should do some of the maintenance, and that they should also be a part of large stores like Safeway has some greenery coming in. When we talk about equity, you know that the new small

businesses will have to bring greenery in and doesn't seem fair to me when older businesses don't do their part.

Mia: I think it is very important to focus on our **economic** side. We have a lot of focus on residential growth but not economic. I would like to see us **grow from just being a bedroom community**. We need to do more than just shoot down projects. When you go into our downtown area, you see a business with a broken window, I think that landlords should be held accountable to maintain the buildings.

Jan: A part of attracting new businesses is the way we look. The curb appeal. **Take pride in our community**. Hollister school district we spend a lot of money trying to make our schools look nice. So the children feel proud when they come to school. It is a big part of our budget, and it is what the City should have. People should be proud to work here.

Veronica: Starting off the kick off process for the Regional Transportation Plan which is our regional plan on how we address what our needs are, the general overview of some of the issues impacting the community. Addressing some of the challenges of **walkability** and bikeability, we have a technical advisory committee, we operate the local bus. Some had mentioned that **transportation** is important in the community. We are bolstering ahead with what the community voted on in the measures. This is to look into the next 20 years and hope to have the community involved in that process as well.

Marc: I would just agree or emphasize some of the other comments. Such as pride in our community, it is so important, and the idea of **curb appeal for new business**. The general plan should look at **policies to make the city look more attractive, policies that encourage everyone to take pride in the community of Hollister**.

G3-QUESTION 3: For each key issue, what is your vision for that topic in 2040? What kind of community do we want to become? (20 Minutes)

Jan: I would see Hollister, I would love to see one of these big places where tournament baseball and soccer can happen. Where people come in on the weekends and where the clubs can play. A **rec center for seniors and youth**. Great access with **Pinnacles**, with science. **Industrial parks** for the people who live here. When people are making development that we aren't asking for school bonds but that developers are paying, if we have to build them.

Heather: I would like to really see a **vibrant downtown with an eclectic mix of restaurants, and shops** where people can be involved downtown. I would like to see it be a little more welcoming. I hear people say we want to be more like Morgan Hill, but we aren't MH. I would like to see more activities where residents can go downtown.

Veronica: I feel like **we don't really have an identity**. We struggle with that, having this process be leveraged to that would be beneficial.

Jan: I started working here in 1990, and I moved here in 2002, I think if you want to give Hollister an identity, we are one of the friendliest towns. Students just gravitate, I am in a new development in Santana Ranch and everyone is welcoming. When I moved to Ridgemark everyone was friendly. If you want a moniker, I would think that we are really friendly people and welcoming

Veronica: Come up with a city slogan, Hollister the **friendliest place**.

Jan: It is an incredible community. I was born and raised in San Mateo, and here everyone is so **welcoming**, people smile at each other.

Jenn: I think our city already has a moniker, Hollister the original.

Marc: I really find this idea and what you're talking about the whole concept of welcoming, I think that should really be looked at for the GP. Welcoming businesses as well, this concept that we are, we might be a small town, but

we are welcoming to new people, new ideas, and new businesses. This concept of welcoming has my attention and something people should take a look at for the vision. Another word is balance. Balance between residential and jobs, for a number of reasons like traffic. I grew up in San Jose, and for many years the city of San Jose was a bedroom community, even big cities go through this process as well. I like this idea of welcoming, and we're going to do something.

Jenn: We do want to welcome tourists to this area. When Pinnacles was elevated to a national park, our city/county missed an opportunity to promote businesses to support the community. The park is known for rock climbing, and we missed the opportunity there.

Marc: I wanted to add that the concept of welcoming extends to tourism.

Mia: And the wineries could be developed more. They rival Napa.

Jenn: When you go to downtown Hollister, when you see storefront churches that are closed during the week, it isn't prime.

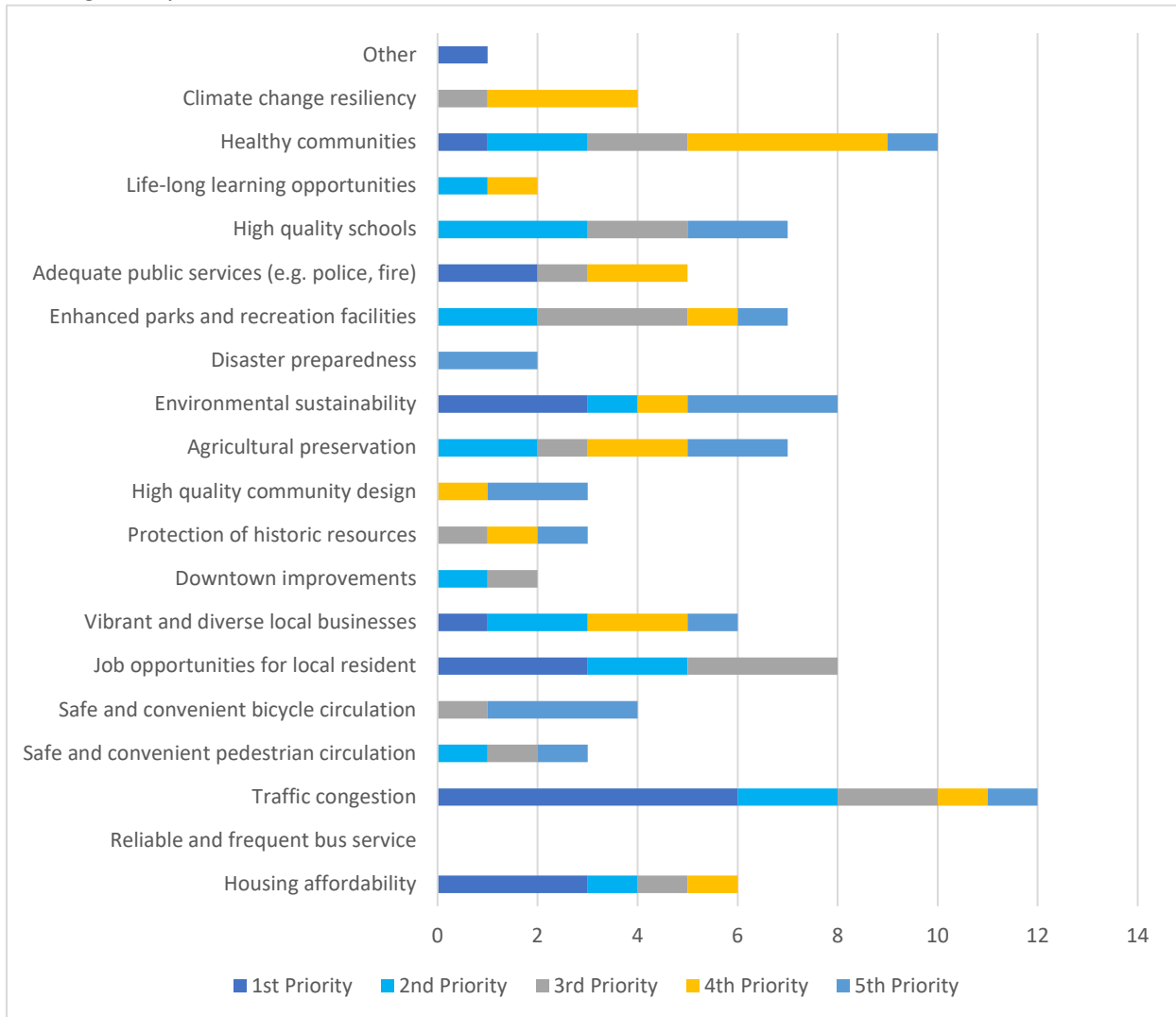
ONLINE ENGAGEMENT TOOLS VISIONING COMMENTS

Online and Emailed Comments about Hollister’s Vision

<p>Email comment</p>	<p>How about a Walmart store in the location of the former Kmart and extended buildings in the near future? How about a Costco store in Hollister? Location? It would sure be nice to have more shopping in Hollister so that we do not have to drive to Gilroy for shopping. If these are not possible, please let me know.</p>
<p>Share Your Vision Online Survey</p>	<p>I hope to see in this GP, some verbiage to improve/ repurpose/ or remove the buildings on Park Hill. Improve for public use, Repurpose for community activities, or Remove and expand Vista Park Hill. Something in the document to address this long neglected property. Wordage for Environmental Justice, as in the Feds handed it to the state, state used it till it was dilapidated, than handed it off the the city, we no fund to convert it to something useful for our community. It's constantly being broke in to and re boarded up. A Hazardous Mitigation plan to remove the old fuel tank, asbestos, lead based paint and who knows what else. If another GP is written without identifying this property, we can easily expect the buildings to burn from arson way before 2040 (4 fires in the adjacent area this week alone) If this property is identified as a hazard perhaps grant funding can be found to use it or lose it. Its to the point the neighborhood is ready to see it go up in flames.</p>
<p>Share Your Vision Online Survey</p>	<p>-Priorities should be given to parks and open spaces and public services (mental health, community health, outreach education).</p>
<p>Share Your Vision Online Survey</p>	<p>* A broad range of quality businesses and a vibrant downtown * Abundant parks and recreational opportunities * High Quality Education for children of the community * Healthy and well planned neighborhoods * Strong Sense of Community</p>
<p>Share Your Vision Online Survey</p>	<p>I would like to see a more pedestrian friendly downtown. Having a smaller footprint for cars and more emphasis for walkers, bikers, and open air restaurants and markets. In addition, we need to plan for a new library which can meet the increasing needs of a growing population (present library was built in 1960). Many of us in the community would like to see a library-resource center which can help with equal access to services, especially the less advantaged. We need to help the community by increasing outreach via the library's services. Wi-fi to all in the county residents needs to be taken into consideration.</p>
<p>Share Your Vision Online Survey</p>	<p>We really need to open the lake back up. All these houses being built and no much for families to do. And with covid this is an activity that you can maintain social distancing.</p>

Share Your Vision Online Survey	<p>Ensure that the city has an adequate water supply through imported water, groundwater and recycled water. Protect our groundwater basin by improving the industrial WW facility. Utilize recycled water and storm water. Plans to offset the effects of climate change. Without adequate water, nothing will be developed and our quality of life will be diminished. Water should be at the center of the GP update!</p>
Emailed comment	<p>"Strong urban boundaries: protect the county's agricultural (and economic benefit) and open space by focusing on infill, ie. light industry at the airport and housing commercial at the old Leatherback plant on McCrea.</p> <p style="padding-left: 40px;">A vibrant city: library/community center, bike lanes and walking paths to downtown, public transit to Gilroy.</p> <p style="padding-left: 40px;">Recognize state mandates for housing while supporting low income, mixed housing that Hollister residents can afford."</p>

Ranking Survey



Word Clouds

What is one thing you love about Hollister?



What is one thing you wish Hollister had?



PRINTED SURVEYS VISIONING COMMENTS

Printed Surveys: Vision Responses

- A tourist destination with up-to-date/modern amenities for residents and visitors to enjoy
- Safe, healthy, smart, clean
- Pleasantville
- More industry = more job opportunity
- Stay small
- Small town atmosphere, people can walk & feel safe - no cracked or uneven sidewalks, no prejudices with races. People can feel safe anywhere
- A community which supports seniors with low income!
- Easy access to City by widening 156 & 25, gridlock is terrible right now
- Beautiful, friendly, small town with easy road access - having only 2 lanes on both 156 & 25 is ridiculous! The traffic gridlock is unbearable. Cienega Road is a disaster.
- I want it to look nicer when people drive in with the downtown fixed up. (Great Plates is great!)
- Less houses
- Less houses!!
- Slow building homes & better roads
- Great Plates is Great program
- A more safe, healthy, and less traffic community. More job opportunities.
- we have short sightedly only grown in housing. It's time to have infrastructure meet that growth. And to sop housing growth until we figure some things out.
- That the city does not grow
- Like the way San Benito St. is now (because of the virus). We love it. It gives use more change not to ignore the businesses in that block & still access into all of downtown is available. We hope you keep it like that after the crisis. To eat, and real, open clean, clear open air is tremendous. We eat out because of the set up. All my family in our house endorse this. (Signature of 5 people)
- Cleaner entrance into Hollister, curb appeal
- Small community that focuses on local residents
- 1. Slow mart growth, 2. mass transit, 3. Agricultural Preservation, 4. Take care of our Farmworkers
- More life in downtown, and more schools and better parks
- More local shopping so people don't have to travel to Gilroy and more jobs.
- A peaceful community with equal access for all
- A community of its own, not a bedroom community. Businesses which employ locals on already established areas. No more housing for San Jose commuters.
- We want Hollister to be progressive but not grow in population
- Vibrant, modern, peaceful [sp] entertainment for all = good schools [sp], healthcare services, the best police dept.
- A self-reliant community that supports each other with healthcare, affordable housing and care for the elderly as well as the young.
- Have a facility like the Centennial Rec Center in Morgan Hill
- Have a Western Dental Facility here so I don't have to drive to Gilroy

- Jobs & growth; we need specialty physicians
- Christian based
- A safe community for all, no crime.
- Friendly
- In 2040 Hollister should NOT be a commuter town! There needs to be more businesses that support the growth of the town. There needs to be a shopping center and eateries that are affordable.
- I would like to see Hollister do a downtown like Morgan Hill – a place that wants its people to feel that they have a Hometown that cares for its residents! Not just 1 day a week market. I have been in this town 16 years and people still feel the go to Hazel Hawkins JUST TO DIE or fly out.
- That Hollister stays a small town but with opportunities, and less drugs in town.
- A community where we re-invest here by creating more jobs so people don't have to commute far, and people can shop here instead of shopping out of town.
- Since I won't be here it's hard to say at least a community that gets along with everyone regardless of gender and color!
- I don't want what we become to ruin what we are!
- I want Hollister to evolve one day into a town to a city maybe. I just want it to be progressive and keep the population low.
- I would like this community to remain loyal to our public service people - our police force, firefighters, and emergency workers. To be loving people of all races & continue to support our local churches & values!
- same
- Stop growing and keep some of our agricultural. Enough of new housing
- Ask new generation!
- Cozy, tourist attraction
- More nice living quarters
- Have City grow up to be like Gilroy
- Morgan Hill type of downtown, park & rec for everyone, slow down the large housing developments
- Same
- Higher diversity in our community in terms of people, types of jobs, and opportunities for residents. More focused on progress and growth for our town and less on preserving traditional small town values.
- More local shopping so we don't have to travel to Gilroy. This will give us more jobs.
- We need a store like Marshall's or T.J. Max or Kohl's to compete with Target. Two department stores could fit in the former K-Mart!
- A safe community.
- Hollister needs to somehow retain its small town feel or become a San Jose south.
- Unsure
- To see a Hollister that provides more facilities, activities, and opportunities for early teen kids.
- In my opinion I think that it's going to be half robot and a lot more houses. :(:(
- More Housing
- Small and affordable

- Please stay with what is going on "Right Now" - keep our City Leaders on the "Right Track" - Don't try to make it a bigger town - We live here because we feel everything - the size (and government) are doing things for the population - we love our Hollister!
- Community with green zones around it.
- By then I'll be dead. I'm 71 right now. Let's keep Hollister small. None of this commuting out of town shopping
- More local jobs, affordability of housing
- Try to get us a movie theatre - T.V. is fine - but a "lot of us" like to go to a "good movie" once in a while - for a change
- Leave it alone. Too many houses and people - too much congestion.