



Meeting #2 – Visioning Cover Memo

October 6, 2020

INTRODUCTION

This memorandum provides an overview of the General Plan visioning public outreach, summarizes key themes that emerged from the public input, describes the goals of GPAC Meeting #2, and identifies next steps for the Draft General Plan Vision Statement.

BACKGROUND

One of the first tasks of the General Plan Update is to create a communitywide vision for the General Plan Update. The General Plan Vision should describe the future of Hollister as the community would like it to be in 2040. A vision statement should be a succinct expression of shared community values and relate to most subjects addressed in the General Plan. The final vision statement will guide the development of goals, policies, and actions and any potential land use and circulation changes.

VISIONING WORKSHOPS

To develop the Draft Vision Statement, the General Plan team conducted several virtual community workshops to hear the community's ideas about a vision for Hollister in 2040. All workshops were offered in English and Spanish, though no participants required Spanish interpretation. These virtual workshops were held via Zoom on four different days of the week and at different times, in an effort to provide as many opportunities as possible for people to attend online and participate:

1. Virtual Visioning Workshop #1 – Saturday, June 27, 2020 (10:00 am – 11:30 am)
2. Virtual Visioning Workshop #2 – Tuesday, June 30, 2020 (6:00 pm – 7:30 pm)
3. Virtual Visioning Workshop #3 – Wednesday, July 8, 2020 (7:00 am – 8:30 am)
4. Virtual Visioning Workshop #4 – Thursday, July 9, 2020 (6:00 pm – 7:30 pm)

To spread the word about these meetings, the General Plan team used the following outreach tools:

- Released a press release that led to publication of a news story in the *Hollister Freelance*, *BenitoLink*, *San Benito Live* and *Mission Village Voice*.
- Sent eblasts to the projecting mailing list.
- Asked the GPAC, community leaders, local school districts, and non-profits to share information about the events with their contacts.
- Posted information about the meetings on Facebook, Instagram, the City website, and the project website.
- Posted a 24"x 36" bilingual poster at the Farmer's Market and also supplied postcards.
- Posted 11" x 17" bilingual posters at City Hall, Development Services, Administrative Services, Fire Station 1, the Recreation Department, and on the public bulletin board outside of City Hall.

The meetings were attended by approximately 62 people (between 12 to 20 attendees per meeting), with attendees representing various community values.

At each workshop, David Early presented information about the General Plan Update effort, the purpose of a Vision Statement, how community visioning fits into the broader update effort, and the importance of getting input from the broader Hollister community.

After the presentation, participants broke into small groups to discuss:

- Values that should guide future decisions
- Key issues the General Plan should address
- The vision for Hollister in 2040

The small group exercise allowed small group participants to hear different perspectives about and priorities for Hollister's future. Each small group had a facilitator and a notetaker to record the discussion on a Google Doc page visible to all via the shared screen feature in Zoom. A spokesperson from each small group reported the highlights of the discussion to the large group.

ONLINE ENGAGEMENT TOOLS

To supplement the virtual workshops, the General Plan team published several online engagement activities:

- Ranking survey of key issues
- In one word, describe what you love about Hollister
- In one word, describe what you wish Hollister had
- Upload photos of things you love about Hollister.

Approximately, 47 comments were provided via the online engagement tools. The General Plan team advertised the online engagement tools on the project website and via social media

platforms. City staff also distributed a bilingual paper version of the online engagement tool questions to the following organizations:

- Jovenes de Antano Senior Services for the Meals on Wheels program
- Restaurants participating in the Great Plates program
- Community Food Bank of San Benito

KEY THEMES

The community shared a wide range of ideas about the key issues the General Plan Update should address, values that should guide the community moving forward, and the vision for Hollister in 2040. However, some key themes emerged from the community input received at the visioning workshops, through online engagement tools, and physical survey responses:

- Maintain the friendly, small-town feel
- Foster diversity, equity, and inclusivity
- Provide for a mix of housing types affordable to all income levels
- Support Downtown as the heart of the community
- Provide spaces for entertainment and community gatherings
- Create job opportunities
- Reduce traffic congestion
- Establish a strong pedestrian and bicycle circulation system
- Preserve agricultural uses
- Plan for adequate infrastructure to support future development
- Create well-planned communities
- Coordinate efforts with San Benito County and other public agencies
- Support schools, youth-oriented programs, and the arts

GENERAL PLAN ADVISORY COMMITTEE FEEDBACK ON DRAFT VISIONING STATEMENTS

At GPAC Meeting #2, the General Plan team will provide a presentation on the visioning outreach effort process and the Draft Vision Statement.

GPAC members are asked to:

1. Review the Draft Vision Statement, which will be presented to the Planning Commission and City Council at future study session meetings in early 2021.
2. Consider whether the Draft Vision Statement appropriately expresses the common themes of community input.
3. Discuss and provide feedback that the GPAC would like carried forward to the Planning Commission and City Council.

NEXT STEPS

Following GPAC Meeting #2, the Draft Vision Statement will be presented to the Planning Commission and City Council at future study session meetings. Once the dates are confirmed, meeting details will be shared with the public. The Planning Commission will be asked to review and provide input on the draft vision statement and all of the community input, and feedback from the GPAC and Planning Commission will be presented to the City Council.

The City Council will be asked to review and provide direction to staff and the consultant team on the Vision Statement. The Vision Statement will then be used to guide the General Plan team to:

- Inform the creation of a draft General Plan land use map. At this stage, the community, City staff, and consultants will complement the words of the Vision Statement with an updated draft General Plan land use map.
- Guide the development of General Plan goals and policies. The Vision Statement will act as the guiding principles for drafting future goals and policies about land use, circulation, community services and facilities, open space and agriculture, natural resources and conservation, environmental justice, and health and safety.

QUESTIONS OR ADDITIONAL INFORMATION

For questions or additional information about this packet, please contact the Hollister Planning Department at (831) 636-4360 or generalplan@hollister.ca.gov.