

Vision & Values



Our Values

EQUITY



We ensure that everyone is treated fairly. There is equal access to City services and infrastructure and the effects of future decisions are shared by the entire community.

DIVERSITY



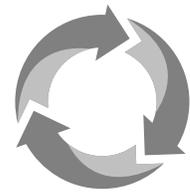
We respect our diverse cultural, religious, and political backgrounds. We welcome and support all ages, incomes, and abilities.

INNOVATION



We think boldly, foster new ideas, and generate opportunity.

SUSTAINABILITY



Our actions contribute to our social, economic, and environmental sustainability.

Our Vision

Hollister is the heart of San Benito County, a welcoming place where people come to live, work, and play. People choose to live here because of the strong sense of community, diversity, and wide range of housing types for all income levels. Framed by the Diablo and Gabilan ranges and surrounding agricultural landscape, Hollister preserves its historic past and ensures that new development complements the small-town charm. High quality design and strong architectural character attract people to retail areas and contribute to a sense of place.

Known as an innovation hub, Hollister attracts businesses to its downtown, its industrial park and its airport so that they can collaborate with each other and benefit from the diverse labor pool. Tourists add to Hollister's economic diversity by dining, shopping, and staying in Hollister while en route to Pinnacles National Park, Hollister Hills State Vehicular Recreation Area, and the surrounding wineries. The availability of high-quality jobs means that residents can work locally, freeing up time that might otherwise be spent commuting.

Traveling by car, bus, bicycle, or on foot are all easy in Hollister. Neighborhoods, schools, shops, jobs, healthcare, and public services are connected by bikeways, walkways and bus and rail lines.

Community life flourishes in Hollister. A vibrant, historic Downtown, lively arts scene, inviting parks and public spaces, and activities and services for people of all ages help forge self-expression, connection, and well-being.

New growth is primarily focused in existing urban areas or adjacent to existing development, to enhance connectedness and preserve active agricultural uses and open space areas. The City coordinates with the County of San Benito and other local agencies to ensure growth is well-planned, sustainable, and provided with needed services and resources.

Hollister is a unique and diverse city that is, and will remain, a place to call home for generations to come.