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**FOR IMMEDIATE RELEASE**

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## **CITY OF HOLLISTER INITIATES COMMUNITYWIDE GENERAL PLAN VISIONING PROCESS**

The City of Hollister is undertaking a multi-year process to update its General Plan, the guiding planning document that oversees City policy on conservation, development and land use planning. The General Plan guides how and where to relieve traffic congestion, enhance the bicycle and pedestrian network, support economic development, create inclusive, welcoming neighborhoods, preserve existing residential areas, plan for new housing, and maintain community safety. A major component of the General Plan Update will be to identify and confirm the community's vision in pursuit of these ideals.

Understanding that Hollister residents will lead this important discussion, the City is holding a series of workshops and online engagement activities to seek community input on where and how the City should grow or stay the same over the next 20 years.

The process will kick off with a series of four virtual workshops for community members to learn more about the General Plan Update and collaborate with other Hollister community members to create their vision for Hollister in 2040. Participants will be asked to offer their ideas for transportation, land use, public services, housing, and economic development among other topics.

The first virtual workshop will be on Saturday, June 27, 2020 at 10 am using Zoom, an online video/audio conferencing platform. Meeting participants can join by desktop, tablet, or smart phone with Internet connection. The same interactive virtual meeting will be repeated three other times: Tuesday evening, June 30, 2020 at 6 pm, Wednesday morning, July 8, 2020 at 7 am, and Thursday evening, July 9, 2020 at 6 pm. All four workshops will be offered in both English and Spanish.

"Hollister residents take pride in our community and value the small-town comforts the city offers," said Development Services Director Bryan Swanson. "The General Plan Update will examine how to maintain our existing quality of life while planning for future growth required by State law."

Following the virtual community workshops to create the vision for Hollister in 2040, the General Plan Advisory Committee and Planning Commission will also provide feedback on their

vision for Hollister in 2040. Ultimately, the City Council will review and adopt the finalized vision for Hollister in 2040.

Interested community members should visit [www.Hollister2040.org](http://www.Hollister2040.org) to register for one of the upcoming virtual community workshops. Follow-up information about how to join the meeting will be sent to those who pre-register.

For more information, community members can visit [www.Hollister2040.org](http://www.Hollister2040.org).

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If you'd like more information about this topic, or to schedule an interview, please call the City of Hollister's Planning Division (831) 636-4360 or e-mail [generalplan@hollister.ca.gov](mailto:generalplan@hollister.ca.gov).