

IMAGINE INCARNATION SUMMARY TO DATE

In January 2020, the Vestry asked, *“What does it mean to be a downtown church? How do we fit into our neighborhood, now and in the future? Are there ways we can more effectively use our location and property to serve God’s mission?”* These questions led the vestry to create a “Property Development Task Force” (Task Force), responsible for exploring the church’s campus so that we may better understand the value of its assets and make appropriate, long term strategic plans.

After completing some initial research about the church’s properties, the Task Force hosted [Imagine Incarnation](#), a congregation-driven conversation about the future of our campus, and to identify those areas of greatest enthusiasm and calling for future use of the church property. Our goal for this process is to create a vision of how our campus can best support our ministries for current and future generations.

The first phase of *Imagine* consisted of three workshops that brought together over 80 individuals from our congregation to “clarify our hopes, dreams and mission priorities.” A primary emphasis of this effort was to foster conversation and explore the state of Incarnation’s physical facilities through the eyes of our congregation. Using a series of roundtables and questions, participants shared their thoughts on the functional and experiential aspects of our buildings and grounds, and what improvements or additions would better support our service and mission.

Completed in November 2022, the three conversations were summarized in [Imagine Incarnation Phase One Report: Congregational Conversations](#). This document provides a snapshot of the thinking by those in attendance, where they saw need for improving our facilities, and the aspirations they held for our campus.

Following publication of the summary, the Task Force set out to select an experienced team of campus planners and landscape architects to collaborate with the congregation, exploring and bringing life to the ideas generated by the Congregational Conversations process. This second phase of work, entitled **Planning for Generations**, will create a [Generational Campus Plan](#) for Incarnation. We use the term “Generational” intentionally, because we seek to create a vision that will evolve and endure over future generations, while also serving members of all ages in our congregation. In keeping with this focus, the Task Force has now been renamed “Generational Planning Task Force.”

A four-month evaluation of nationally renowned teams led to selection of [Siegel & Strain](#) and [EinwellerKuehl](#) in March of this year. Their unanimous selection by the Task Force was based on their demonstrated experience with faith-based campus plans, a commitment to an open and inclusive planning process, and unmatched expertise in historic preservation, landscape architecture, sustainability and contextual architectural design.

WHAT’S NEXT?

With our design partners now in place, the exciting phase of **Imagine Incarnation** is about to begin. The Planning process will span approximately seven months, kicking off after Labor Day and concluding in April 2024.

And we want you to join us!

HOW YOU CAN PARTICIPATE

Our next phase includes two workshops with the congregation and our selected Planning Team. Both will be hands-on events using small group discussions, tabletop exercises, and opportunities to: discuss and evaluate future possible outcomes, help prioritize these potential outcomes, and review next steps. To participate please put these dates on your calendar, and plan to attend both.

Workshop 1: Refining Our Wants and Needs

Sunday, October 1 – 12:00 pm – 2:00 pm

This two-hour workshop (following Sunday service and a casual lunch) will provide an opportunity to discuss a range of potential uses for Incarnation’s property and their implications for our stated purpose, and to evaluate how our values might be further enabled and expressed through enhanced outdoor spaces and new or renovated structures on our campus. We will also undertake exercises to define how we can objectively evaluate future campus plans, or what we are calling *Alternative Futures*, for consistency with our stated goals and dreams for Incarnation.

Workshop 2: Exploring Alternative Futures

Saturday, November 18 – 9:00 am - noon

This three-hour workshop will be an exciting moment in the process. Based on input and information provided through the Phase 1 Congregational Conversations and October’s Workshop 1, the Planning Team will return to discuss *Alternative Futures* for our campus. At this workshop we will review a range of uses and alternative site layouts that better support our day-to-day operations and more effectively fulfill our mission and goals for service.

Using the criteria initiated during Workshop 1, we will also evaluate the proposed Alternatives and discuss their pros and cons, so that the Planning Team hears directly from the congregation about which solutions align most closely with our goals. It is important to note that we will NOT be “picking a solution” at this workshop. Instead we will be exploring options to understand which future outcomes resonate most with our congregation. Based on that exercise, the Planning Team will begin to synthesize Alternatives into a preferred direction for further evaluation and discussion in early 2024.

For more information on the process to date, how you can participate, and who our team is, please contact: GenerationalPlan@IncarnationSantaRosa.org.

More information on Imagine Incarnation

Phase 1 (Fall 2022) consisted of three in-person Congregational Conversations plus an online survey in September and October 2022, facilitated by our consultants, Sarah Lightfoot of Key Ring Consulting and Jim Heid of UrbanGreen. Together we reflected on the 150-year history of our campus, our understanding of our mission, and our hopes and dreams for the future of our buildings and grounds. Facilitators at each table group recorded members’ comments, and our trained “themers” worked to distill everyone’s comments into the most prominent recurring themes, which were presented back to the full group for more discussion. These three meetings helped us produce the following common themes to carry forward:

- [Themes from Imagine Incarnation Congregational Meeting #1: "The Best of Us" and Current Challenges and Opportunities on Our Campus](#)
- [Themes from Imagine Incarnation Congregational Meeting #2: Our Visions of Incarnation's Future Campus](#)
- [Themes from Imagine Incarnation Congregational Meeting #3: What We've Learned, Possible Challenges and How to Face Them](#)

Generational Planning Task Force was created by the Vestry to lead this process. Current Task Force members are Allan Bolchazy, David Jasper, Diane Schoenrock, Elizabeth Wright, Judy Velasquez, Kathleen Kane, Pamela Layton, and Chair Stephen Shaver.

Generational Planning Team consists of several consultants with a range of expertise

- Siegel & Strain – Master Planners, Urban Designer, Architects and Historic Preservation
- EinwellKuel – Master Planners and Landscape Architects
- Carlile Macy – Survey and Civil Engineering
- UrbanGreen – Project Advisor