

Napa Community Assessment

A report by
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Center for Creative Ministry
June, 2014

Who is Monte Sahlin?

- An ordained Seventh-day Adventist minister for 40 years who has done assessments of more than 1,000 local churches. He is currently employed by the Ohio Conference after spending two decades at the General Conference and union conference directing R&D. He teaches in the Doctor of Ministry program at Andrews University and the urban studies program at Eastern University. He is the author of 22 books, 100 research reports and many articles.
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What is the Center for Creative Ministry?

- ❑ One of the research and information centers affiliated with the North American Division. It provides information, resource materials, training and consultants to help local churches develop new approaches to outreach, evangelism and church growth. It provides the *Sharing Scripture* small group Bible study guides, *Friend2Friend* training videos and other materials.
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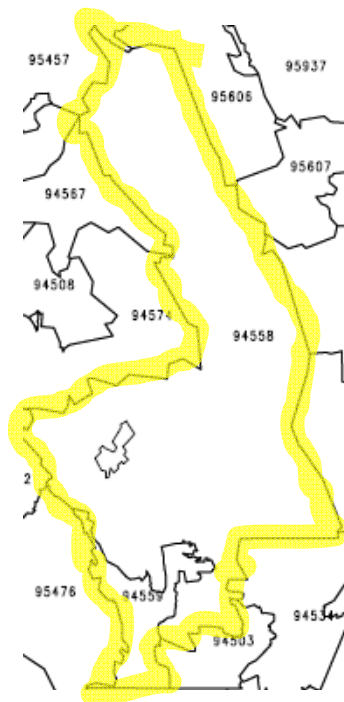
Goals of this Study

- ❑ Profile the demographics and religion of the area served by the Napa Community Adventist Church.
 - ❑ Provide a community needs assessment.
 - ❑ Put information on the table for planning and mission strategy development.
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Napa as a Mission Field

- Two Zip Code areas define the Napa community with 98,845 residents in 35,684 households
- Napa County has one Adventist for each 26 residents
 - USA: 1 to 294
 - New Guinea: 1 to 27
 - Zambia: 1 to 19
 - Jamaica: 1 to 11
 - Belize: 1 to 10
 - Antigua: 1 to 8

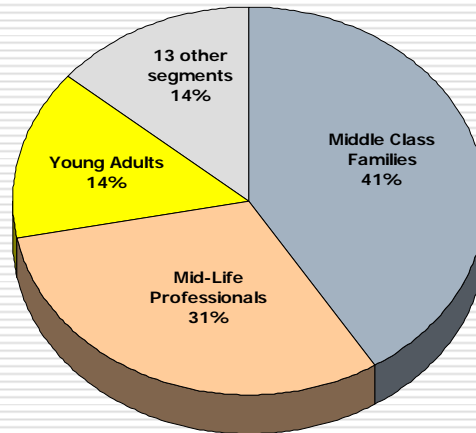
The Adventist Church is the largest Protestant denomination in Napa County.



Two Zip Code areas are included in this study: 94558 and 94559.

Who are the people living in Napa?

Lifestyle
Segments



Middle Class Families – 41%

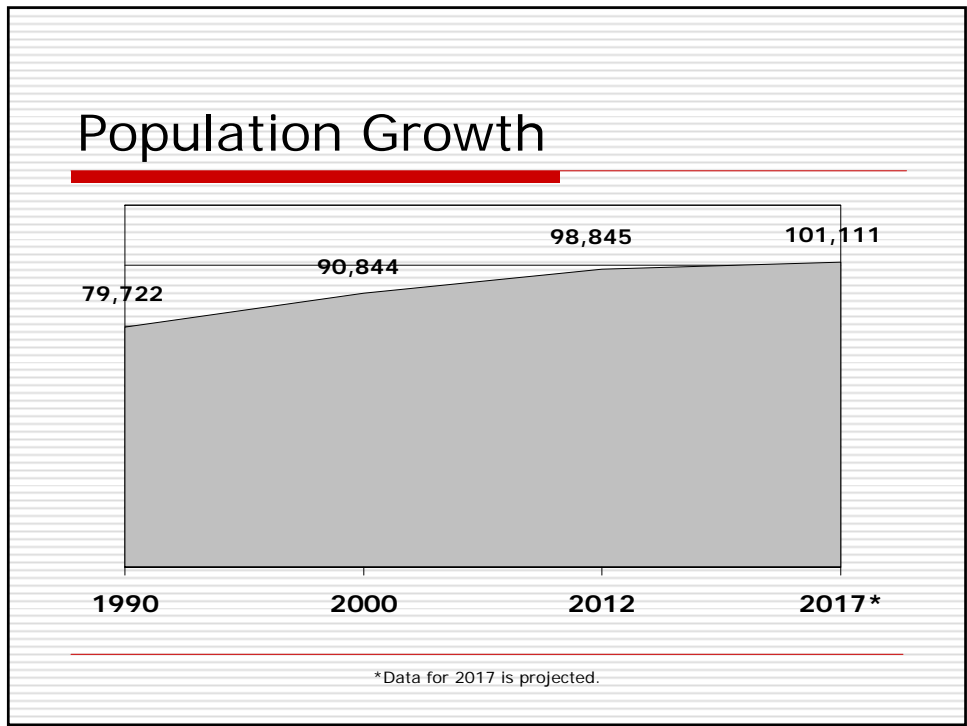
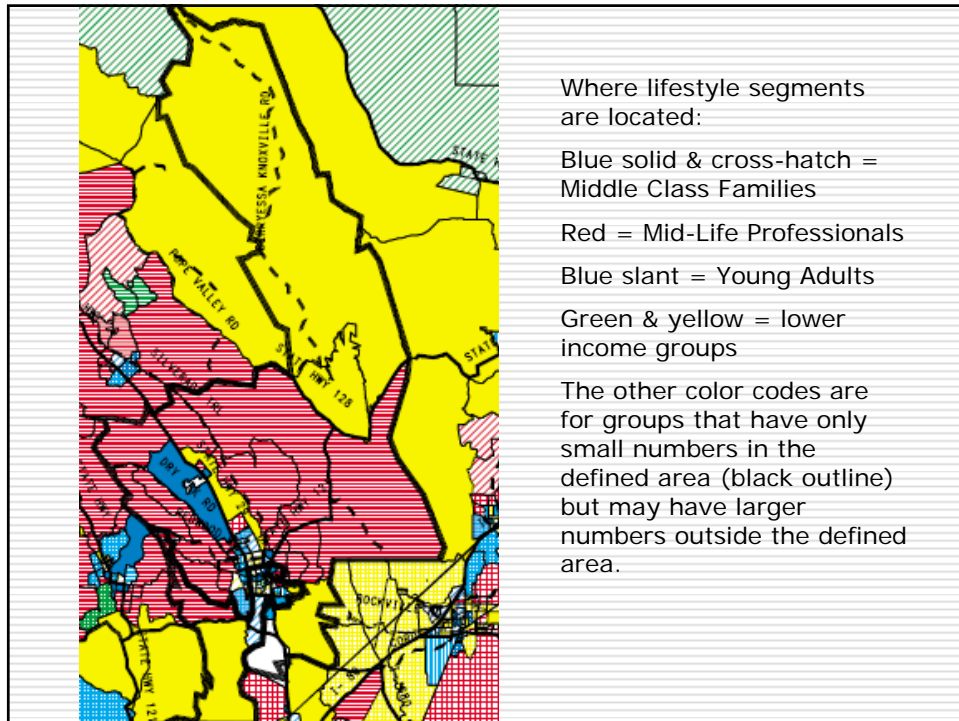
- ❑ Mostly adults 35 to 69 years of age with high incomes, white collar jobs, home owners. Some have already retired. Many homes with children and teens.
 - ❑ **Needs:** Child care, time for recreation, retirement opportunities, parenting skills, long-range financial security.
 - ❑ Religious involvement is below average, but above average for Catholic, Presbyterian, Orthodox and Unitarian faiths. Prefer churches with family life seminars and participatory music.
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Mid-Life Professionals – 31%

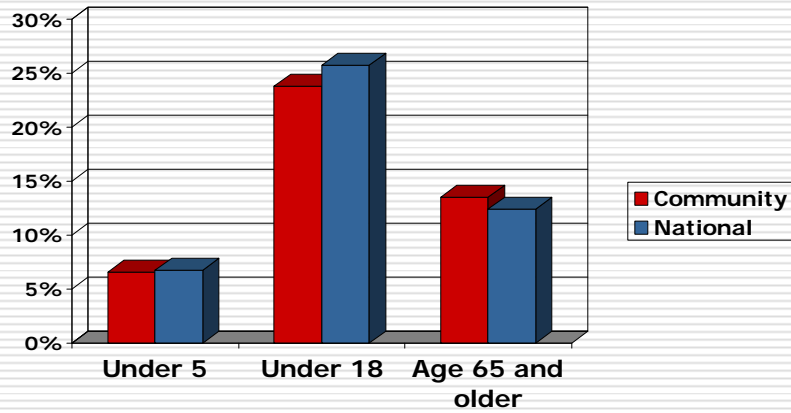
- ❑ Middle-aged, higher-income, college educated, married, two-career couples; most own two vehicles and homes three times the average property value.
 - ❑ **Needs:** Fulfilling marriage, aging parents, parenting skills, good schools and time for recreation.
 - ❑ Below average religious involvement with above average percentages preferring Eastern Religions, Unitarian and Presbyterian faiths. Want churches with family life events; sports and camping activities; music, drama and the arts. Worship that is intellectual and formal.
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Young Adults – 14%

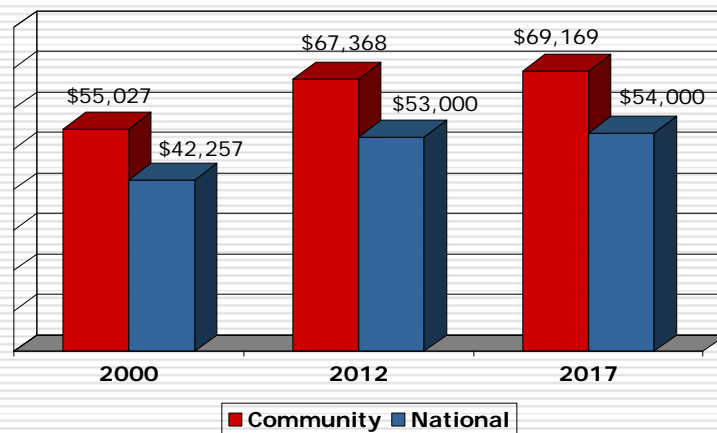
- ❑ Under 35, highly educated, many two-career couples and young professionals; few children; many renters.
 - ❑ **Needs:** A satisfying career, affordable housing, finding direction in life, aging parents and parenting skills.
 - ❑ Below average involvement in religion with liberal social attitudes. Higher preferences for Judaism, Unitarian and Catholic faiths. Want a church with music and the arts, sports and camping activities, 12-step groups, divorce recovery programs, spiritual retreats and contemporary music.
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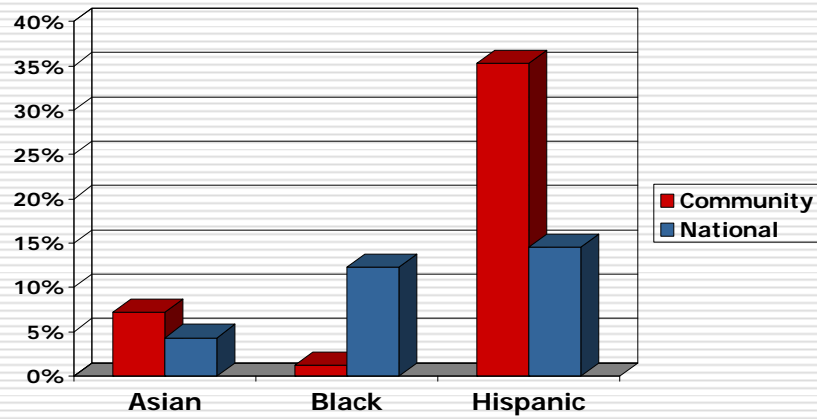
Age Groups



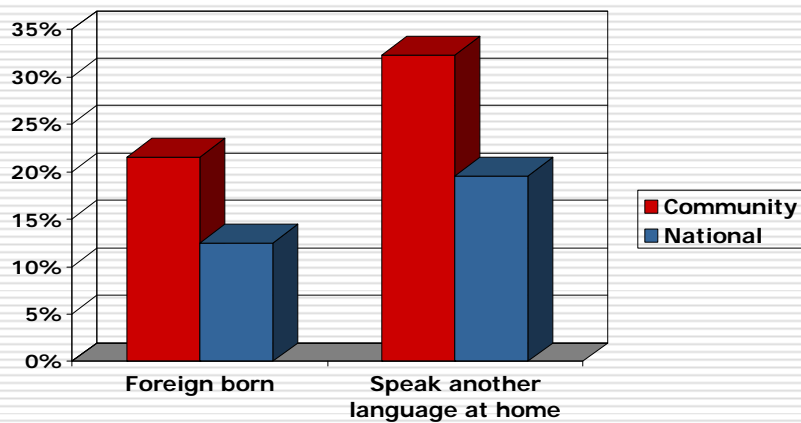
Median Household Income



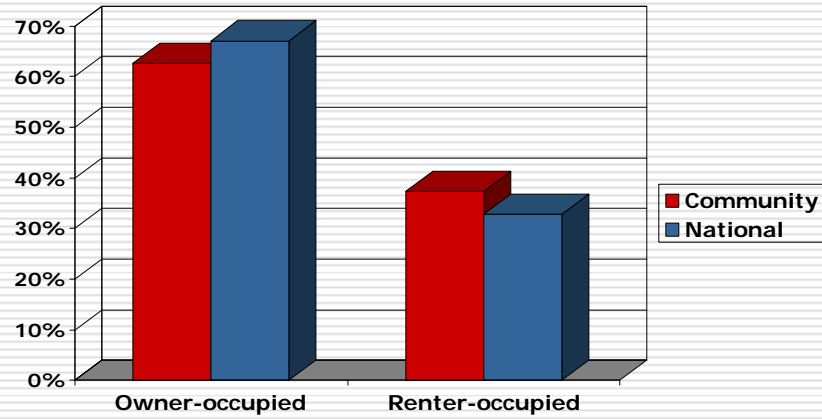
Ethnic Minorities



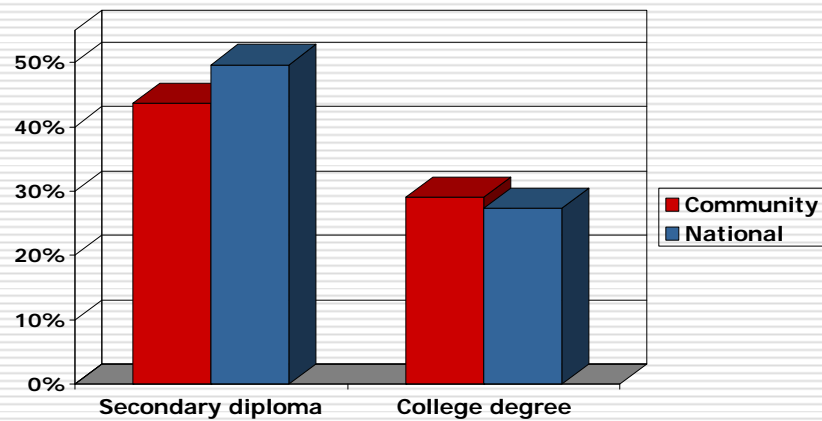
Immigrants



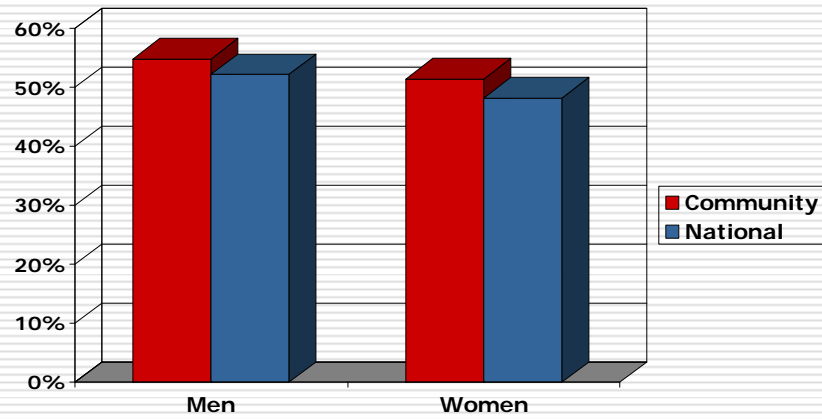
Housing



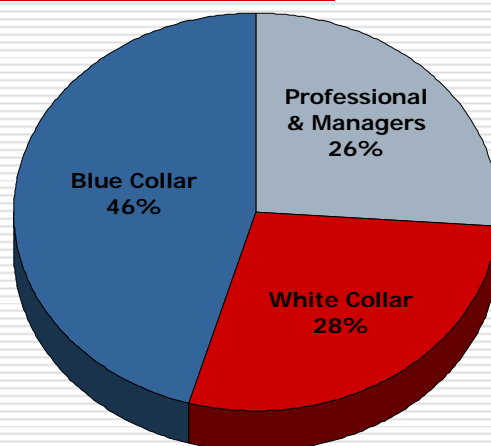
Education



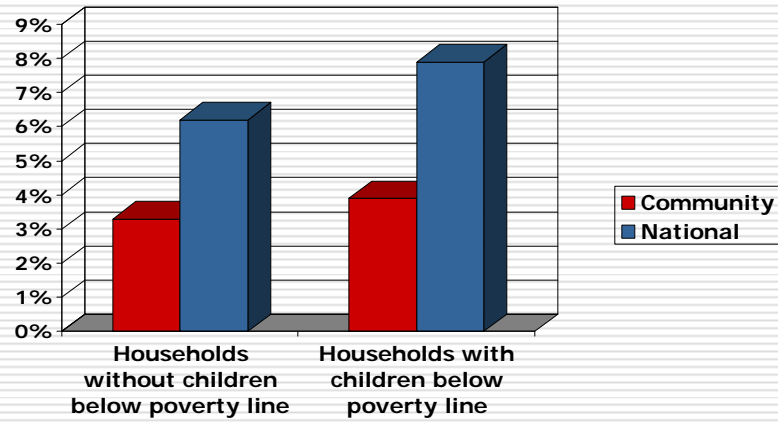
Married



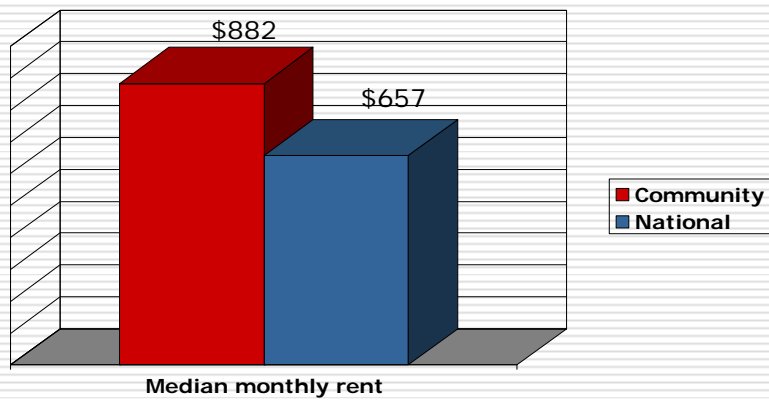
Occupations



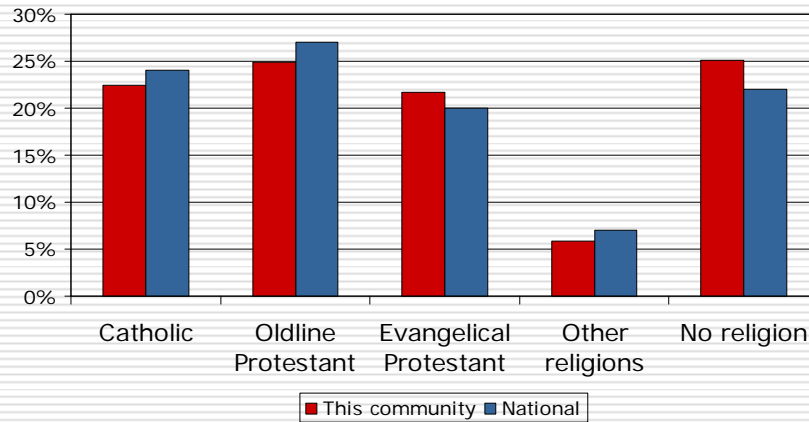
Poverty



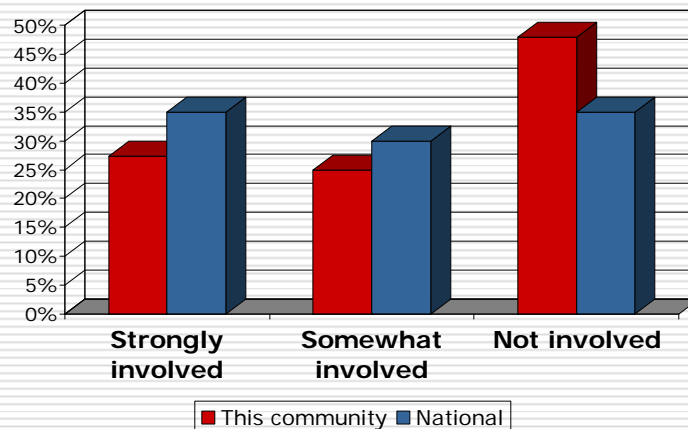
Cost of Housing



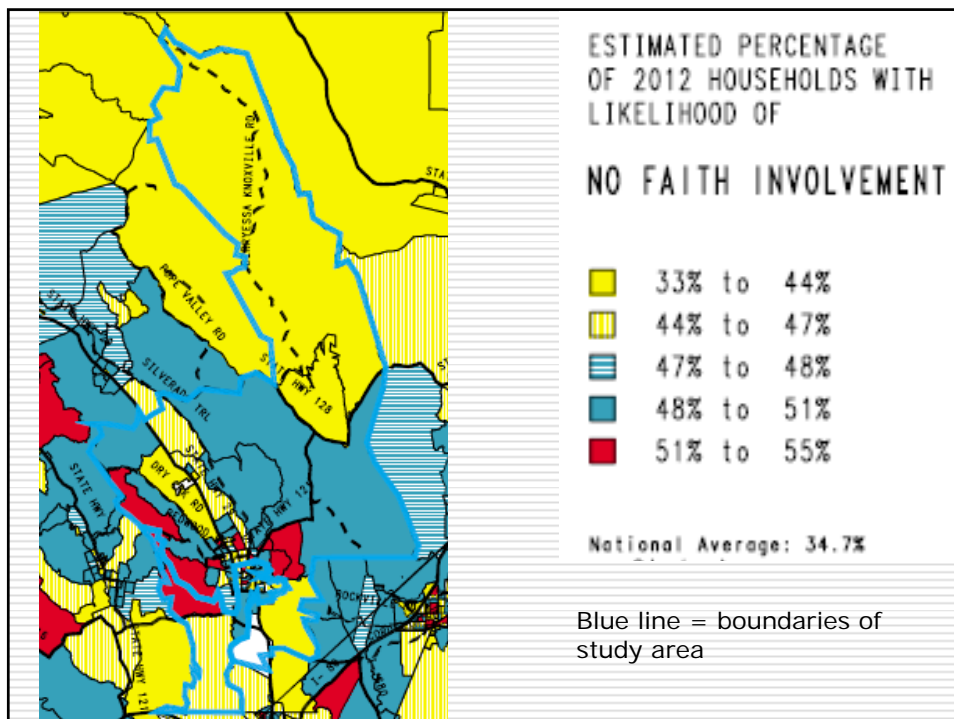
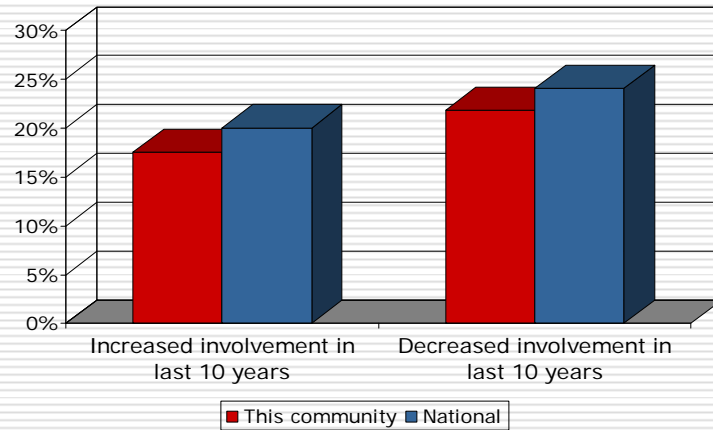
Religious Preference of Napa Residents



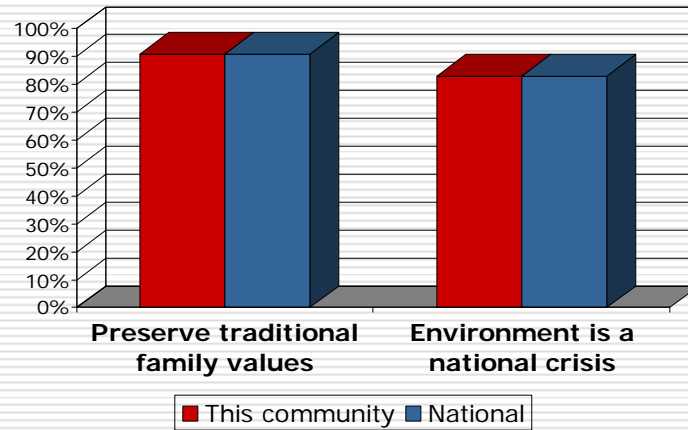
Religious Involvement of Napa Residents



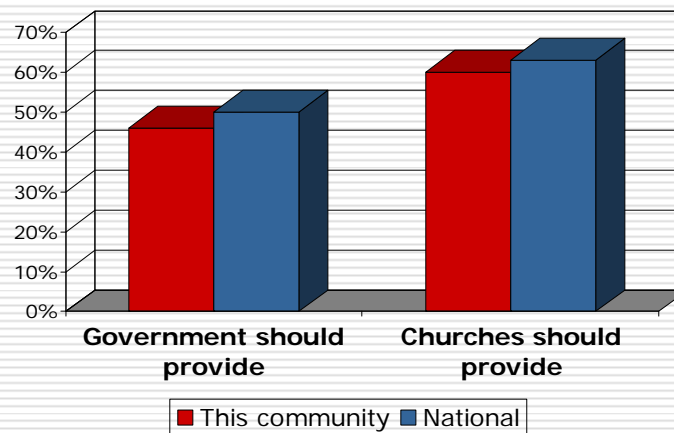
Religious Involvement of Napa Residents



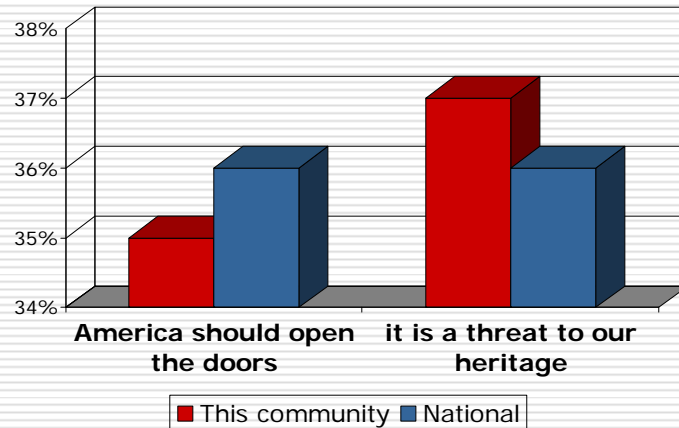
Social Values



Community Services



Attitudes about Immigration



Top Needs in the Community

- 54% Achieving financial security
 - 41% Maintaining personal health
 - 30% Dealing with stress
 - 30% Day-to-day financial worries
 - 30% Neighborhood crime & safety
 - 29% Finding time for recreation
 - 25% Finding good schools
 - 24% Better quality health care
 - 24% Finding health insurance
 - 23% Achieving a fulfilling marriage
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Needs in the Community 2

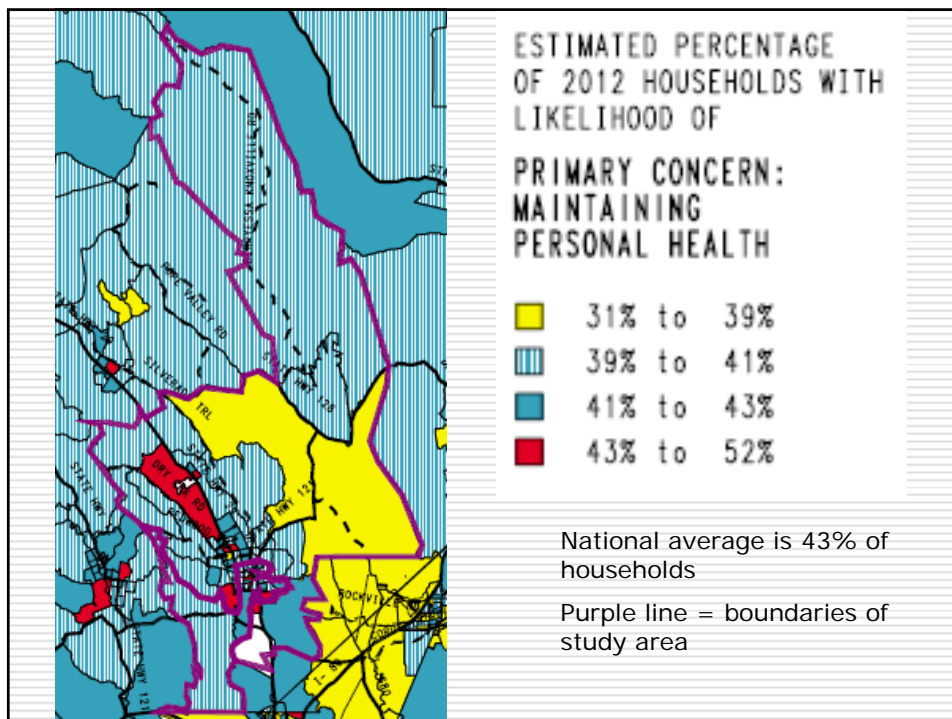
- ☐ 19% Dealing with child/teen problems
 - ☐ 18% Finding a satisfying job/career
 - ☐ 18% Finding retirement opportunities
 - ☐ 17% Finding friendship
 - ☐ 16% Dealing with substance abuse
 - ☐ 15% Developing parenting skills
 - ☐ 15% Finding direction in life
 - ☐ 15% Care for aging parents
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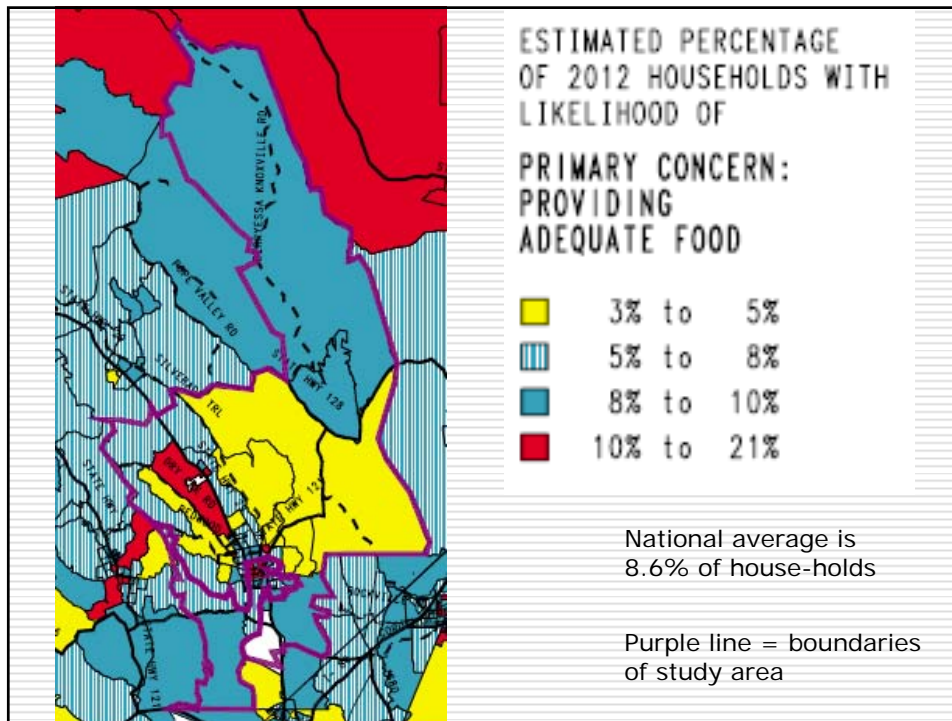
More Needs in the Community 3

- ☐ 14% Finding a job
 - ☐ 13% Problems in the schools
 - ☐ 13% Concern about gangs
 - ☐ 13% Dealing with ethnic prejudice
 - ☐ 13% Dealing with social injustice
 - ☐ 12% Affordable housing
 - ☐ 10% Domestic violence & abuse
 - ☐ 10% Finding a good church
 - ☐ 10% Finding spiritual teaching
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Low-priority Community Needs

- ❑ 8% Obtaining an education
- ❑ 7% Providing adequate food
- ❑ 6% Finding child care
- ❑ 3% Dealing with divorce





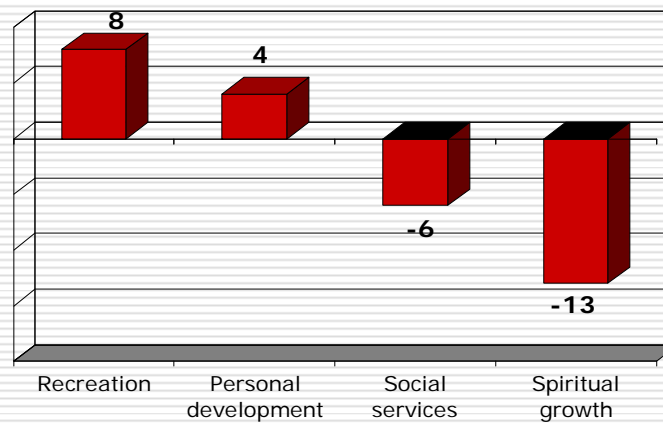
Church Programs People Want

- ☐ 34% Family activities & outings
- ☐ 33% Bible study & prayer groups
- ☐ 32% Youth activities
- ☐ 28% Active retirement program
- ☐ 22% Family counseling
- ☐ 22% The arts, music, drama, etc.
- ☐ 21% Doctrinal classes
- ☐ 16% Marriage enrichment events
- ☐ 15% Care for the terminally ill

Church Programs People Want

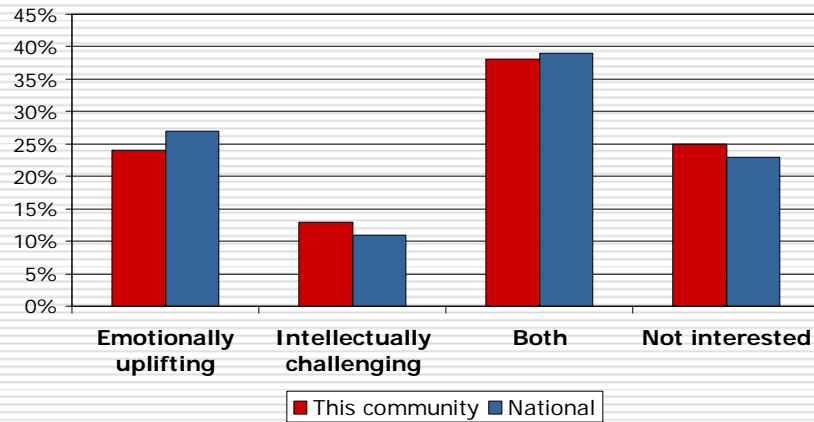
- ❑ 11% Spiritual retreats
- ❑ 8% Food & clothing resource center
- ❑ 8% Parent training classes
- ❑ 7% Day care for children
- ❑ 7% Sports or camping
- ❑ 6% Church-sponsored school
- ❑ 3% 12-step group
- ❑ 2% Divorce recovery

Church Program Preferences Index

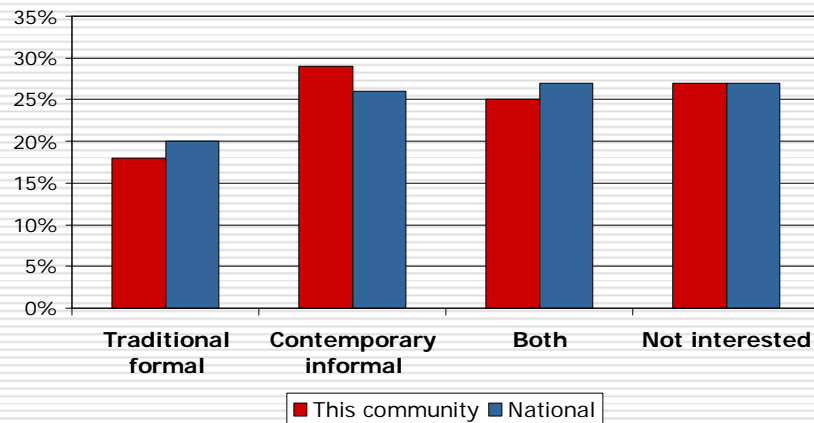


Central line = national average

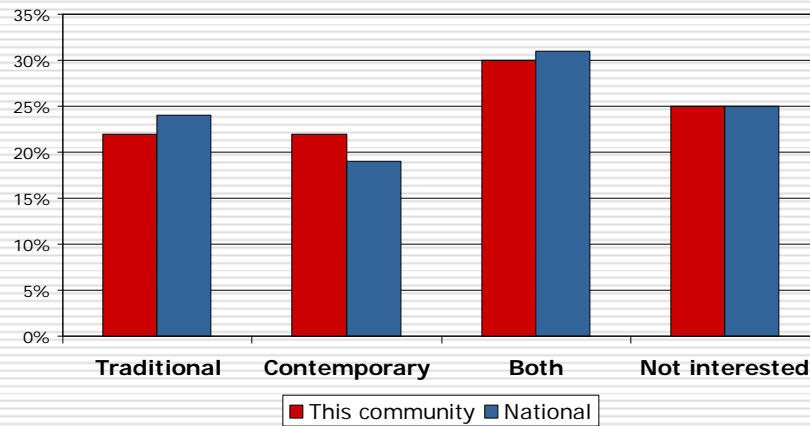
Worship Style Preferences



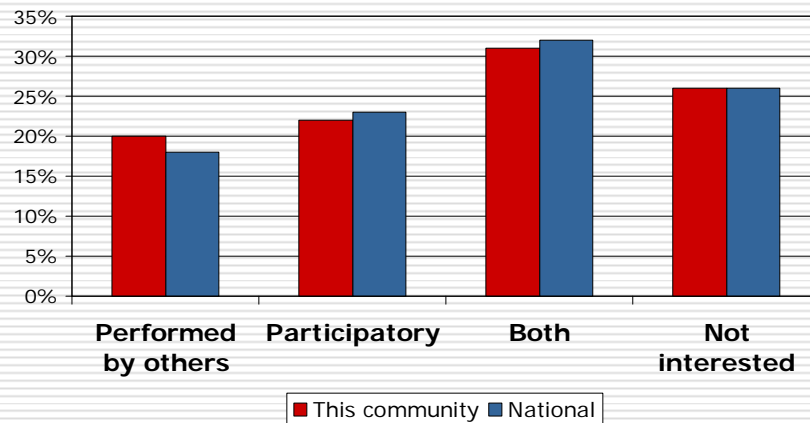
Worship Style Continued



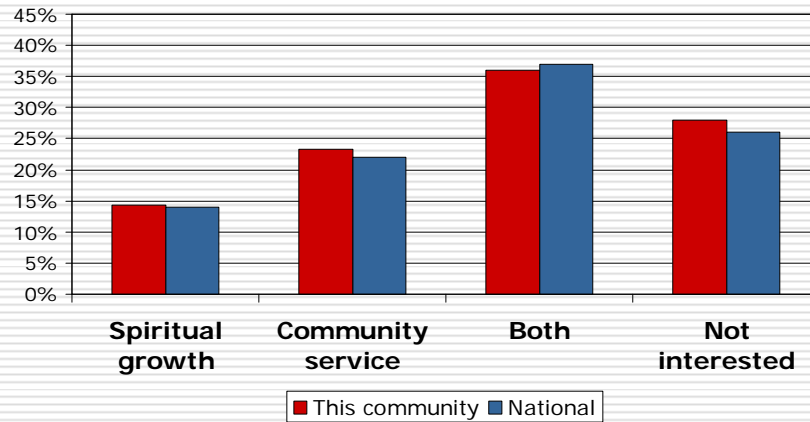
Worship Music Preferences



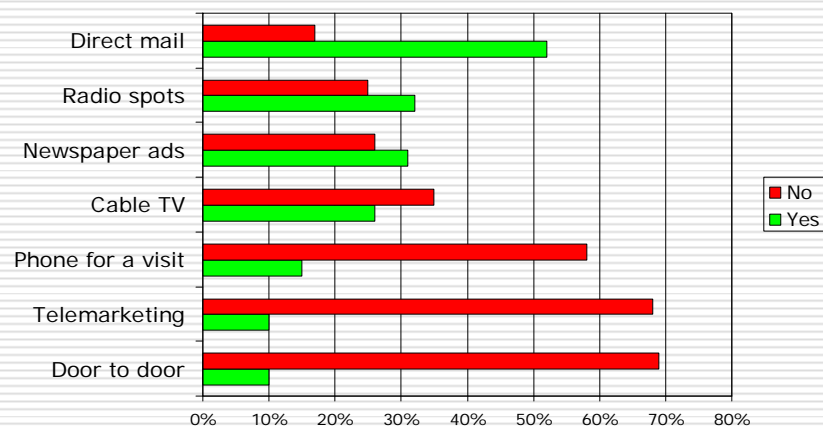
Worship Music Continued



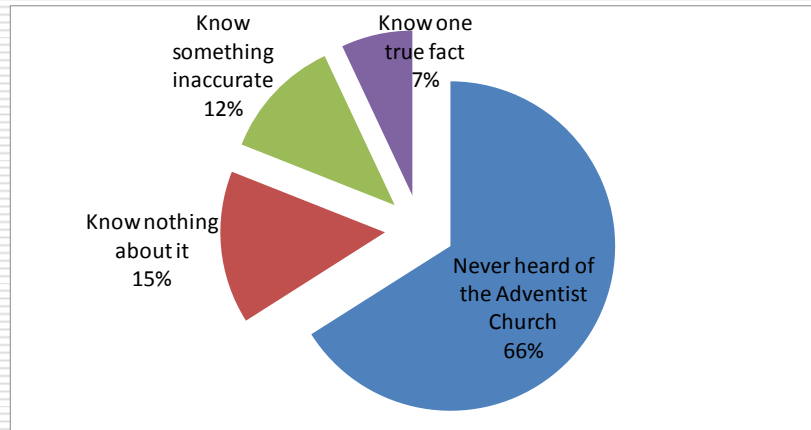
Mission Emphasis



How I prefer for churches to contact me ...



Survey of the General Public in Major Metropolitan Areas



Mission in Metropolis, p 115

Analysis

- Research has shown that growth in Adventist churches comes from:
 - Community involvement
 - Strong spiritual life
 - Intentionality (goals, planning)
 - Positive atmosphere in the congregation
 - Activities for the unchurched on Sabbath
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The Adventist Paradigm for Outreach & Evangelism

- ❑ Christ's method alone will give true success in reaching people. He mingled with men as one who desired their good, showed sympathy for them and ministered to their needs. He won their confidence. Then, He bade them, "Follow me." – Ellen White, *The Ministry of Healing*, p 143
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"Christ's Method"

Community assessment	Community visibility	Community service
Friendship Evangelism		
Discipleship Program		

Discussion Questions

- ☐ What contribution to the community is the Napa Community Adventist Church most well known for?
 - ☐ How strong are the Family Life and Health Ministries of the church? What could they become?
 - ☐ Are there three or more members willing to implement a Community Assessment Team?
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More Discussion Questions

- ☐ How often do the active members have conversations about faith and/or personal and family needs with non-members in the local community?
 - ☐ How well prepared are they with listening and observation skills to engage in casual, non-programmed friendship evangelism?
 - ☐ What kind of discipleship curriculum does the Napa Community Adventist Church offer 52 weeks a year other than Sabbath School?
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Relevant Resources

- ❑ *One Minute Witness* (2003) by Monte Sahlin
 - ❑ *Understanding Your Community* (2005) by Monte Sahlin
 - ❑ *Friend 2 Friend* video seminar by Curtis Rittenour & Monte Sahlin
 - ❑ *Connections* spiritual gifts seminar
 - ❑ iFollow discipleship resources
 - www.ifollowdiscipleship.org
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If You Have Questions

- ❑ Contact Monte Sahlin
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 - (937) 748-9075 or (800) 272-4664

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