

Neighborhood Mapping



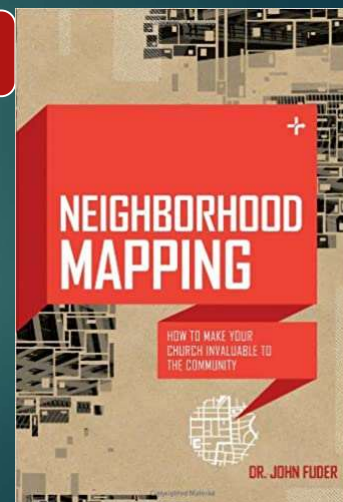
HOW TO DISCERN THE NEEDS AND ASSETS OF YOUR COMMUNITY
NUMBERS 13:1 – 14:21

1

How to Map your Community

Overview

- Choose Specific Individuals for the Survey Team
- Put Together a Survey Team
- Exegete the Community
- Report the Findings
- Propose a Strategy
- Ultimate Result



2

Choose specific individuals

Numbers 13:1-3 The LORD said to Moses, ² "Send some men to explore the land of Canaan, which I am giving to the Israelites. From each ancestral tribe send one of its leaders."³ So at the LORD's command Moses sent them out from the Desert of Paran. All of them were leaders of the Israelites.

"God's work done God's way will never lack for His supply." Hudson Taylor

3

- ▶ We go at the Lord's command.
- ▶ It takes a team of people. Consider those in your ministry AND other stakeholders in the community where God is calling you to serve.
- ▶ Some will have skills and abilities you need. Others will be trained up as they go!
- ▶ Consider asking college students, Acteens, single adult ministry participants to assist in the footwork of administering the surveys.

4

Questions to ask your organization

What is the implied theology for this church, ministry...

Who are you trying to serve?

What are the skills present in this...

What do you do well? Leave undone?

What are the future possibilities for

5

Network Available Resources

Questions to ask organizations

- ▶ What is the context of your ministry...church...business, etc?
- ▶ What is the history of your ...
- ▶ What are the programs of ...
- ▶ What is the structure of ...
- ▶ What is the cost of ...
- ▶ What is the implied theology for this church, ministry...
- ▶ Who are you trying to serve?
- ▶ What are the skills present in this...
- ▶ What do you do well? Leave undone?
- ▶ What are the future possibilities for...

6

Exegete your community

Go

Go as a learner – ask the Lord to help you to see the community as He sees it

Seek out

Seek out an informant – person of peace

Build

Build relationships

Survey

Use an Interview Guide or Written Survey

Analyze

Analyze your data

7

Exegete your community

Filter

Filter data through a Christian world view

Network

Network available resources

Determine

Determine what God is calling you to do

Evaluate

Continually evaluate, study, explore

8

Exegete the Community

- ▶ Go Deep - Pick an insider – someone who knows the history of the community and understands the culture and layout of the people groups who live and work in the area.
- ▶ Build a relationship with the person of peace – become a part of their world as much as possible.
- ▶ Gather stories to understand their way of life.

9

Exegete the Community

Questions to ask when looking for the “person of peace”

- ▶ Who do I know from the community?
- ▶ Where might I find someone who know this community well?
- ▶ Who are they? What is their role?
- ▶ What is my plan to contact this person(s)?
- ▶ How does this person’s perspective represent the larger community?

10

Survey Questions

- ▶ Begin with the “why”? Why are you asking the questions determines the purpose behind your survey and the questions you select or write yourselves.
- ▶ Have clear directions using basic terminology and very specific questions.
- ▶ Ask demographic questions and then felt needs questions.
- ▶ Do a “trial run” of the questionnaire with your “persons of peace”.
- ▶ If they struggle, then re-do the language of the survey.

11

Survey Questions

- You want information of interest to your ministry
- You want to be able to describe your community
 - age, gender, income, education level, language preference, marital status
- And, in what your community sees as their needs
(i.e., traffic violations or lack of job opportunities)

12

Survey the community

Surveys give a broader picture of the felt needs of your neighborhood

13

Survey the community

Consider the ethnic groups in the community and consider specific questionnaires for them

14

Survey the community

Look them in the eyes while administering the survey, have the survey in hand and walk them through it

15

Survey the community

Survey should take no more than 5 to 7 minutes to administer

16

Survey the community

Get 100 completed surveys at minimum

17

Ways to administer the survey:

- Have a block party with a booth for the survey
- Go door to door administering the survey
- Set up a table at local grocery store or Walmart
- Always give a gift to those who complete the survey – a bottle of soda, candy bar, gift card. The size doesn't matter as much as the thought behind the gift.

18

**Analyze
the data**

**Look for holes,
patterns**

19

**Analyze
the data**

**What interests,
activities or values
are recurrent
themes?**

20

Analyze the data

Is there any information that you could use to enter your informant's world more deeply?

21

Analyze the data

Look for common felt needs and ask how you can run programs or build relationships to respond to those needs.

22

Analyze the data

What are the basic worldviews that are playing out in the neighborhood

Some communities are multi-culturally diverse and require understanding of multiple belief systems

23

Analyze the data

What are people's attitude toward the church?

What are ways the church could be more involved in the community?

24

Present what you have discovered
to your ministry

Questions to ask your organization

What is the context of your ministry...church...business, etc.?

What is the history of our ...

What are the programs of ...

What is the structure of ...

What is the cost of ...

25

Present what you have discovered
to your ministry

After gathering and analyzing the information that the survey provided gather key leaders of your ministry and discuss it.

- ▶ Does the community need job training, English as a Second Language, financial training, High School Equivalency tutoring, food pantry?

26

Basic demographics

Request a complete demographics analysis from Texas Baptists
<https://www.texasbaptists.org/ministries/church-administration/demographics>

Google "Demographics (your city, state)"
 Example - <http://www.city-data.com/poverty/poverty-Longview-Texas.html>

27

Basic demographics

Look for percentage of poverty, education levels, marital status, work status

- 19.3% of Longview, TX residents had an income below the poverty level in 2019, which was 29.4% greater than the poverty level of 14% across the entire state of Texas.
- Of residents not living in families, 17.4% of high school graduates and 43.0% of non high school graduates live in poverty.
- The poverty rate was 17.5% among disabled males and 24.8% among disabled females.

28

Ultimate Result

Community needs assessment when done on a regular basis will enable your ministry to know and meet the needs of the community in a thoughtful and empowering way.



29

Locate community resources

► Google My Maps

<https://www.google.com/maps/d/edit?mid=1lhcgdLDCzNALgKIkRDhHD2LNGiOPLFfL&usp=sharing>

"We are new in the neighborhood and we're looking to find ways to join with your efforts in serving the community."

30

Asset limited, income constrained,
employed

ALICE

31

The Physical Need

ALICE – Asset Limited, Income Constrained, Employed.

ALICE workers educate our children, keep us healthy, and make our quality of life possible, yet do not earn enough to support their own families.

ALICE households are forced to make tough choices, such as deciding between quality child care or paying the rent, which have long-term consequences not only for ALICE, but for all.

<https://www.unitedforalice.org/state-overview-mobile/Texas>

32