

ASSESSMENT DATA FROM CLARKSVILLE, MARYLAND

Demographics information:



About the people within a 5-mile radius of
Triadelphia SDA Church
 Clarksville, MD

		U.S.
1	Current Population	52,931 301 mil.
2	Projected 5 Year Population Change	7.3% 4.6%
3	Largest Lifestyles Group	Affluent Families Middle American Families
4	Non-Anglo Population	33% 34%
5	Fastest Growing Racial/Ethnic Group	Asians Hispanic/Latino
6	Households with No Faith Involvement	37% 35%
7	Average Age	37.8 37.3
8	Average Household Income	\$162,269 \$66,670
9	Single Parent Households	15% 30%
10	College Graduates	60% 24%



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 Sources: Percept, Claritas, Census Bureau (v09a1) * group must be at least 0.5%

10 GENERATIONAL FACTS

About the people within a 5-mile radius of
Triadelphia SDA Church
Clarksville, MD

Percentage of Current Year Population by Birth Years:

U.S.

1	Gen Z (born after 2001)	12.2%	9.4%
2	Millennials (1982 to 2001)	27.6%	27.8%
3	Survivors (1961 to 1981)	26.8%	29.5%
4	Boomers (1943 to 1960)	24.7%	21.4%
5	Silents (1925 to 1942)	7.4%	9.7%

Percentage of Projected 5-Year Population:

6	Gen Z	18.5%	15.7%
7	Millennials	25.5%	26.9%
8	Survivors	26.8%	28.5%
9	Boomers	22.5%	19.9%
10	Silents *	6.3%	7.5%



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 Sources: Percept, Claritas, Census Bureau (v09a1);

* Builders (born before 1925) are 2% of current year and 1% of five-year U.S. projection. See a Ministry Area Profile for actual Builder projection in your area.

10 RACE & ETHNICITY FACTS

About the people within a 5-mile radius of
Triadelphia SDA Church
Clarksville, MD

Percentage of Current Year Population: **U.S.**

1	Anglo	66.6%	65.9%
2	African-American	13%	12.1%
3	Hispanic / Latino	4.1%	14.9%
4	Asian	13.5%	4.4%
5	Native American/Other	2.8%	2.8%

Projected 5-Year Percentage Increase or Decrease:

6	Anglo	-0.4%	+0.1%
7	African-American	+12.3%	+5.7%
8	Hispanic / Latino	+29.1%	+18.4%
9	Asian	+31.6%	+17.8%
10	Native American/Other	+19.3%	+11.8%



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10 FAITH FACTS

About the people within a 5-mile radius of
Triadelphia SDA Church
Clarksville, MD

Percentage of Current Year Households with:		U.S.	
1	No Faith Involvement	37%	35%
2	Moderate Faith Involvement	29%	30%
3	Strong Faith Involvement	33%	35%
4	Preference for "Historic Christian" Tradition	77%	77%
5	Preference for a Non-Historic Christian Tradition	11%	8%
6	No Religious Affiliation Preference	13%	15%
7	Overall Faith Receptivity Level	Average	Average
8	Overall Church Program Preference Category	Recreation	Recreation
9	Overall Church Style Preference (Traditional vs Contemporary)	Very Traditional	Both
10	Households Contributing \$500 or more/year to Churches	38%	31%



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MAIN POINTS FROM COMMUNITY NEEDS ASSESSMENT INTERVIEWS CONDUCTED BY TRIADELPHIA SDA
CHURCH WITH 20 COMMUNITY LEADERS IN CLARKSVILLE, MARYLAND, AREA

#1 CLARKSVILLE'S BIGGEST ASSETS:

- 1) Quality of life—excellent schools, housing; access to primary highways
- 2) Residents are active & activists—which keeps their government honest
- 3) Sports – Recreational activities under HC Parks and Recreation
- 4) Residents committed to their families & school systems
- 5) Diverse ethnic groups (high Asian, Korean, Indian population)
- 6) Lots of young families with children - Not many single parents
- 7) Highly educated people, who are conscientious and involved in the community
- 8) Wealthy area
- 9) Active Churches – respect for religion
- 10) Successful businesses
- 11) Well-organized public services and non-profits
- 12) Population density control (e.g. no city water, sewer in rural west – moderation and balance; limit building) (redistrict schools regularly),
- 13) Farming & rural tied in with access to shopping, etc.
- 14) Low crime rate

#2 MOST IMPORTANT NEEDS TO FOCUS ON:

- 1) Child care, mental health, & care for the aged.
- 2) Affordable day care (e.g. average \$1,000/month per child)
- 3) Older population (may be 3 generations in home – Asian specially) may feel isolated, after babysitting. Had a walking group. No senior center close by;
- 4) Services for senior citizens. Re: citizens over 55 yrs, County Master Plan reveals: In 2000, there were 39,000; In 2015, there will be 76,000; In 2030, there will be 100,000
- 5) Food Bank needs \$s & volunteers
- 6) Need Food bank in the Dayton area
- 7) Head Start Program for pre-kindergartners
- 8) Performing Arts need more support
- 9) After school & weekend activities for teens—need a gathering place (Middle school age activities [Grades 6-8], in particular, are lost in the cracks)
- 10) Partnerships with local public schools
- 11) Achievement gap in schools between Asians & Whites (high achievers) and Blacks & Hispanics (low achievers)
- 12) Homeless people in county (not found often in Clarksville area)
- 13) Financial assistance for Utilities - prevents eviction, homelessness
- 14) Foreclosures/abandonments
- 15) Income disparity, homeless mixed with poor in an affluent community
- 16) Adopt A Family – Helping Poor/Homeless (MIHU: moderate income housing program – sell at ½ price – house always stays in the program – cannot sell at big increase.)
- 17) Access to health care
- 18) Domestic Violence (in all social strata. DVC helped 3,088 Howard County women in 2009).
- 19) Sexual assault help (The STARR Center is closed – did counseling and education).
- 20) Drug use - High School kids are rich, use drugs for recreation; drink all the alcohol they want – Vodka, Gin, etc.
- 21) Needs of too-young mothers who are mostly children themselves
- 22) Always beneficial to focus on the concept of "building community."
- 23) Being prepared for an emergency
- 24) The new military base realignment (BRAC) is coming = new families in area, but will be a steady increase, not a big surge. Will require strengthening road infrastructure.
- 25) Help with parenting – Clarksville area is a good environment for kids
- 26) Getting young people involved in services; building a culture of service
- 27) A "neighbor to neighbor" network

- 28) Environmental Education – Eco Friendly
- 29) Safety education (fire prevention, storage of chemicals, etc.) Good in schools.
- 30) Teen driver problem of speeding and road safety.

#3 WHAT COULD TRIADELPHIA CHURCH DO TO ADDRESS THE NEEDS LISTED:

- 1) Child care
- 2) Care for aged – activities / Church-Sponsored trips for elderly – invite community
- 3) Mental Health programs
- 4) Advocate for affordable housing
- 5) Provide food (have food drives) for Community Action Council – Howard County Food Bank (Apps to Food Bank - up nearly 50% 4th qtr '09; apps for energy assistance nearly 50% up in ½ year; apps for housing eviction assistance up 36%.
- 6) Referrals to Food Bank / Financial Help for specific needs
- 7) Head Start for pre-kindergarten. Reduced Funding in ½; Need funds, educ. items like school supplies, sneakers; help fund Head Start Summer Enrichment Programs (reinforces classes from school year & provides activities like soccer, horseback riding, field trips)
- 8) Organize and chaperone social activities for youth (e.g. St. Louis)
- 9) Coordinating/facilitation of access to health care
- 10) Have a referral list for providing assistance to those in need
- 11) Sponsor performing arts
- 12) Educational Seminars (English as a Second Language [ESL])
- 13) Referral list
- 14) Grassroots Winter Shelter Program (provide meals, food, clothes, boots; volunteer)
- 15) Partner with Atholton Adventist Church cold-weather shelter
- 17) FIRN (Foreign-Born Information Referral Network) Provide a site for them to hold ESL and citizenship classes.
- 18) Domestic Violence Center: Donate gift cards (e.g. Target) for clients; non-perishables to their food pantry; help with office work – organizing files, etc.; funds for women starting all over again; volunteers needed for 24-hour helpline; help at safe houses (yard work, minor repairs); legal advocates needed to show up in court and support those seeking a protective order (DVC will train legal advocates.); child care for women who are attending support groups; hospital accompaniment for sexual assault victims.
- 19) Help assistance organizations for foreign-born with space for services, group meetings, etc.
- 20) Answer phones for FISH of Howard County (a referral service), affiliate with them. Sometimes help is needed to deliver food and medicine.
- 21) Family & Children's Services of HC need tangible items: diapers; gently-used baby clothes, wipes, blankets (knit or crochet); Volunteers to teach ESL, tutor for GED tests, hold babies at monthly social events for moms. Meet at Stayton House (across from Family Services office). Adoptive families needed all year. Meet and interact with your family.
- 22) Focus on primary needs of the affluent, but do something for the poor
- 23) Help with HC Drug-Free
- 24) Be creative—the affluent youth in our community are
- 25) Provide moral/ethics education
- 26) Recommends Triadelphia strengthen its partnerships with other County organizations.
- 27) Being aware of the community. Having an intentional plan to focus outside our church
- 28) Have meetings for community about being prepared for emergencies & disasters
- 29) Like to see core group at church educated and to educate members
- 30) Reach out to community
- 31) Volunteer at Gilchrist Hospice Care (includes pediatric patients): visit patients; provide companionship; write letters; home visits (talk, read, watch movies, be a presence); assist at reception desk; fundraising; Needed 24/7/365. Must be 18+; will be trained; starting a teen program - can earn community services hours to meet school requirements
- 32) Hosting safety presentations by County Fire Dept for parishioners and community
- 33) After school activities for families in the neighborhood
- 34) Volunteers needed for Fire Dept
- 35) Participation in neighborhood watch activities

#4 OTHER INFLUENTIAL LEADERS WE COULD CONTACT:

(There was a list of 27 community leaders here, which are removed because of on-line posting of this document.)

#5 KNOWLEDGE OF TRIADELPHIA SDA CHURCH & ITS CONTRIBUTION TO COMMUNITY:

Those who: Know Nothing – 4 Know Location – 4 Know of Triadelphia – 7

Other comments:

- 1) Impressed because of community assessment
- 2) Grateful for Thanksgiving baskets partnership with Community Action Council of Howard County
- 3) Am impressed because of church's participation in July 4 parade
- 4) Triadelphia is the first congregation that has reached out to her in this way— (the community assessment) – gave a positive impression
- 5) Knows about Atholton SDA Church - very positive impression because of their involvement in the cold-weather shelter program. The church is very welcoming and warm.
- 6) Has heard some generally good things but no detail.
- 7) "I know about what May-Ellen exposes me to. It's good that a church has a representative in Rotary."
- 8) Message board in front of church is very effective. Use it well. People really notice it.
- 9) Has former neighbors who were Adventist. Very impressed.

Miscellaneous Clarksville Background Information:

Clarksville is in Howard County, in the Baltimore metro area. The community is believed named for William Clark, farmer. (Retrieved from www.epodunk.com on 1/14/11)

Clarksville, Maryland, is both the name of an [unincorporated community](#) and the name associated with Districts 4 & 5 in [Howard County](#) in the [U.S. state](#) of [Maryland](#). The [United States Census Bureau](#) uses the district as a county subdivision for statistical purposes. The community is named for William Clark, a farmer who owned much of the land on which the community now lies.

Clarksville's public schools, part of the [Howard County public school system](#), are among the highest-ranked in the nation and often have significantly higher funding than competing private and charter schools. Some of the most expensive homes on the [East Coast](#) are located in or around the town, whose property values are among the highest in the country.

The area is located southwest of [Baltimore](#) and north of [Washington, D.C.](#), and many residents of Clarksville commute to work in one of these two cities or their close-in suburbs. (Retrieved from Wikipedia on 1/14/11))

Howard County has one of the highest median household incomes of any county in the United States. Clarksville has the highest family income of any township in Howard County. It is unofficially considered the wealthiest town in Maryland, which is the fifth wealthiest state in the U.S.

Currently, the most commonly listed Clarksville Jobs are for [project manager jobs](#), [software engineer jobs](#), [occupational therapist jobs](#), [physical therapist jobs](#), [systems engineer jobs](#) and [java developer jobs](#).

Simply Hired's Clarksville job listings indicate that the following industries in Clarksville are hiring the most workers: [Hospitals](#), [Software Makers](#), [Commercial Banking](#), [Computer Equipment Mfg](#) and [Computer Makers](#). According to our [Clarksville Trends](#) data, the number of Clarksville, Maryland jobs has increased by 11975% since May 2009. (Retrieved from <http://www.simplyhired.com/a/local-jobs/city/I-Clarksville,+MD>) on 1/14/11)

NOTE: For more information on obtaining Percept information at the conference level (in the United States) please log on to www.perceptgroup.com To obtain information for local churches (as shown in the "10. . . Facts" series at the beginning of this document) please log on to www.ministryarea.com Or, please call Diane Christy at 866-213-4722.