

**Gilbert Lutheran Church Transition Team
Report of the Community Study Team**

To

GLC Transition Team, Council, and Congregation

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MEMBERS:

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CHARGE:

The task of the Community Study Team (CST) was to gather demographic data, growth projections, and input on community challenges, trends and unmet needs. Additionally, the CST identified potential opportunities for GLC.

METHODOLOGY:

A. Impressions of GLC, Community Challenges, Trends, Unmet Needs:

1. The CST used an interview format including the following questions. Some interviews were conducted individually and some in pairs.
 - What impressions, if any, do you have of our congregation (GLC)?
 - What trends and challenges are you seeing in our community today?
 - What unmet needs do you see in our community?

2. The CST interviewed individuals representing the following entities/organizations/
 - City of Gilbert Administration
 - Gilbert School teachers
 - Gilbert School Administrators
 - Gilbert School Counselors
 - Gilbert School Board President
 - Ames Chamber of Commerce
 - Ames Planning and Zoning Board
 - Lutheran Services of Iowa (LSI)
 - United Way of Ames

3. The CST reviewed all interview responses and utilized an iterative process to identify the most common themes that related to impressions of GLC, trends and challenges in community and unmet needs in the community.

B. Demographic Data and Information.

1. The large majority of GLC members reside in Ames, Gilbert or one of three zip code areas (50014, 50010, 50105). Data was obtained for both municipalities and the three zip code areas.
2. Two sources of demographic information were used:
 - A. http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml

An example of the kinds of information available is presented below. Because the American Community Survey data was the most recent, it was used as the source of most information being shared with the Transition Team, Council, and Congregation.

Gilbert city, Iowa

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Population

1,082

Source: [2010 Demographic Profile](#)

Popular tables for this geography:

2010 Census

- [General Population and Housing Characteristics \(Population, Age, Sex, Race, Households and Housing, ...\)](#)
- [Race and Hispanic or Latino Origin](#)
- [Hispanic or Latino by Type \(Mexican, Puerto Rican, ...\)](#)
- [Households and Families \(Relationships, Children, Household Size, ...\)](#)

2014 American Community Survey

- [Demographic and Housing Estimates \(Age, Sex, Race, Households and Housing, ...\)](#)

2014 Population Estimates Program

- [Annual Population Estimates](#)

Census 2000

- [General Demographic Characteristics \(Population, Age, Sex, Race, Households and Housing, ...\)](#)

- B. <http://search.elca.org/Pages/Location.aspx?LocationID=4dc58125-b5a6-4ac1-b339-0214a5b33c8b&LocationType=Congregation>

On this website, there is a link to Congregational Trend Report. This site contains historical information about GLC as far back as 2000.

- C. Information from the above two sources was integrated into spreadsheets that contain data from all three zip codes and the two municipalities. Examples will be presented in the results and appendices below.

C. Growth Projections

1. To determine growth projections, the CST used:
 - trend projections based on historical growth
 - American Community Survey data for three zip codes and two municipalities
 - information obtained from Ames City Planning and Zoning
 - information obtained from Gilbert School Board Administration
 - information obtained from major housing developers (See Appendices A & B)
 - information obtained from individuals involved with economic development in the community

2. Growth estimates were presented in tables and charts for easy visualization. This information is presented in the results and/or appendices.

D. Possible Opportunities for Gilbert Lutheran Church

The CST examined all of the data and information gathered in the above four processes and identified potential opportunities (new ministries and/or enhancements of existing ministries). The CST recognizes that GLC's new mission will determine the appropriate ministries.

RESULTS:

A. Community Challenges, Trends, Unmet Needs:

1. Impressions of GLC

a. Themes:

- GLC is active and vibrant
- GLC is a traditional church
- GLC has a strong sense of community

b. Summary:

GLC is a church that has a younger crowd and has a strong sense of focus on its youth. Many people interviewed stated that they had a favorable opinion of GLC or had no negative opinions.

GLC is considered a traditional church but its congregation is viewed as being adaptable and open to change and to new members.

GLC is viewed as being well entrenched with the community it serves. It is very community oriented, has a reputation as being welcoming to others, and is very giving. GLC often serves as a community center by providing meeting space for a variety of community organizations and as a voting center during elections. GLC is well recognized of its connection and collaboration with the Gilbert School District and providing service to the school and the community. One example of this is the Backpack Buddy Program that GLC organizes to provide ready to eat or easily prepared food items to children in families with food insecurities on the weekend.

2. Challenges and Trends

a. Themes:

- Mental and behavioral health issues are increasing
- Youth are overwhelmed and people are BUSY
- Lack of personal interaction (face to face) replaced through interaction with Technology/Email
- Life balance in families and church isn't a priority – sports are
- Growth in Gilbert, yet housing needed in all price ranges

b. Summary:

The challenges in our community are that people are extremely busy and convenience is important. Families have a difficult time balancing life and work/school/activities. Church seems to take a second seat to athletics, as kids are involved in many activities outside of school. Families are facing overwhelming schedules, increased social media usage, lack of social interaction, body image issues and increasing mental and behavioral health issues.

A current trend in the Gilbert community is the increase in housing developments and growing schools. Gilbert Lutheran Church offers busy families youth programs, three services, and

location close to the school system. A new opportunity Gilbert Lutheran could offer would be after school programming or a safe place for kids to hang out between sports or other activities. This would provide the opportunity for more personal interaction and better mental health.

3. Unmet Community Needs

a. Poverty struggles amidst affluence

- Need to reduce the stigma of haves vs. have nots created by highest priority on sports
- Need more affordable housing at all economic levels
- Need more youth programming and recreational opportunities such as:
 - indoor swimming pool
 - non- sports related activities/events
 - bike trails
 - safe haven to “hang out”
 - social skills development
- **Need to better recognize and fill family gaps such as:**
 - transportation
 - after school time

b. Partnerships and collaboration between church/school/city/social service agencies

- Need more collaboration among entities to better recognize and promote volunteerism at all age levels within the community such as:
 - Beloit Residential Treatment (mentors)
 - Heartland Senior Day Care
 - Food Programs
 - Shelters
- Need partnerships to develop mission type projects utilizing strategic planning
- Need to provide more community space for meetings and other activities
- Need to share information on population growth for better future planning for
 - Infrastructure needs
 - Programming and curriculum
 - Space requirements

c. Availability of mental health services (as differentiated from mental illness)

- Need more counseling services to deal with day to day stressors as:
 - Marriage struggles
 - Poor body image
 - Parent pressure
 - Too much to do/not enough time
 - Social media/technology addiction
- Which leads to an increase in:
 - Anxiety
 - Depression
 - High stress levels
 - Destructive behaviors
 - Unhappiness
 - Lack of social skills
- Need prevention programs to equip people to be better human beings
 - Better parents
 - Better spouses
 - Better life balance
 - Better community leaders

B. Demographic Data and Information

Table 1. Community populations by age, sex and race

Subject	Zip 50014		Zip 50010		Zip 50105		Gilbert		Ames	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total population	29,541	100	30,493	100	1,389	100	1,282	100	60,168	100
SEX AND AGE										
Male	16,177	54.8	16,073	52.7%	764	55.0%	703	54.8%	31,740	52.8%
Female	13,364	45.2	14,420	47.3%	625	45.0%	579	45.2%	28,428	47.2%
Under 5 years	902	3.1	1,754	5.8%	77	5.5%	77	6.0%	2,379	4.0%
5 to 9 years	918	3.1	1,560	5.1%	149	10.7%	149	11.6%	2,285	3.8%
10 to 14 years	949	3.2	1,380	4.5%	162	11.7%	162	12.6%	2,262	3.8%
15 to 19 years	5,740	19.4	1,294	4.2%	116	8.4%	116	9.0%	8,222	13.7%
20 to 24 years	10,970	37.1	6,277	20.6%	76	5.5%	76	5.9%	18,233	30.3%
25 to 34 years	3,213	10.9	5,335	17.5%	136	9.8%	122	9.5%	8,723	14.5%
35 to 44 years	2,214	7.5	2,983	9.8%	244	17.6%	220	17.2%	4,483	7.5%
45 to 54 years	2,095	7.1	2,978	9.8%	226	16.3%	183	14.3%	4,624	7.7%
55 to 59 years	719	2.4	1,457	4.8%	90	6.5%	68	5.3%	2,159	3.6%
60 to 64 years	510	1.7	1,668	5.5%	44	3.2%	42	3.3%	2,116	3.5%
65 to 74 years	686	2.3	1,968	6.5%	45	3.2%	43	3.4%	2,390	4.0%
75 to 84 years	435	1.5	1,303	4.3%	16	1.2%	16	1.2%	1,451	2.4%
85 years and over	190	0.6	536	1.8%	8	0.6%	8	0.6%	841	1.4%
Median age (years)	21.9		29.9		33.5		30.9		23.5	
18 years and over	26,133	88.5	24,986	81.9%	915	65.9%	808	63.0%	52,087	86.6%
Male	14,459	48.9	13,212	52.9%	476	52.0%	415	51.4%	27,687	53.2%
Female	11,674	39.5	11,774	47.1%	439	48.0%	393	48.6%	24,400	46.8%
21 years and over	17,632	59.7	22,856	75.0%	864	62.2%	757	59.0%	39,932	66.4%
62 years and over	1,599	5.4	4,832	15.8%	89	6.4%	87	6.8%	6,086	10.1%
65 years and over	1,311	4.4	3,807	12.5%	69	5.0%	67	5.2%	4,682	7.8%
Male	583	2	1,647	43.3%	35	50.7%	33	49.3%	2,047	43.7%
Female	728	2	2,160	56.7%	34	49.3%	34	50.7%	2,635	56.3%
Race										
White	24692		24473		1277		1170		50937	
African American	687		1249						2071	
Asian	1905		3331		49		49		5493	
Amer Ind, Alas Nat	1		52						53	
Other race	284		47						415	
Two + races	495		640		63		63		1190	
Hispanic	786		1128		11		11		1860	
Pacific Is			10						10	
Household Units	11793		13496		472		412		23973	

Table 2. Community Income Levels.

	Zip 50014	Zip 50010	Zip 50105	Gilbert	Ames
HOUSEHOLD INCOME IN THE PAST 12 MONTHS (IN 2013 INFLATION-ADJUSTED DOLLARS)					
Less than \$5,000	8.7%	5.1%	0.6%	0.7%	7.0%
\$5,000 to \$9,999	5.8%	6.0%	1.7%	2.0%	6.1%
\$10,000 to \$14,999	8.8%	5.5%	2.6%	2.9%	7.3%
\$15,000 to \$19,999	7.1%	4.7%	0.4%	0.5%	6.1%
\$20,000 to \$24,999	5.8%	5.3%	2.8%	3.2%	5.9%
\$25,000 to \$34,999	11.1%	9.4%	11.7%	10.0%	10.6%
\$35,000 to \$49,999	11.0%	15.5%	8.7%	9.5%	12.9%
\$50,000 to \$74,999	13.3%	17.6%	17.3%	19.3%	15.6%
\$75,000 to \$99,999	11.2%	12.8%	24.3%	22.5%	11.3%
\$100,000 to \$149,999	9.8%	11.2%	24.7%	23.5%	10.4%
\$150,000 or more	7.3%	6.8%	5.1%	5.9%	6.8%
Median household income (dollars)	37,661	48,189	80,703	78,558	42,714
Total Households	11395	13014	469	409	23077
INCOME AND BENEFITS (IN 2013 INFLATION- ADJUSTED DOLLARS)					
Less than \$10,000	1,658	1,448	11	11	3,022
\$10,000 to \$14,999	1,000	720	12	12	1,691
\$15,000 to \$24,999	1,468	1,300	15	15	2,768
\$25,000 to \$34,999	1,267	1,222	55	41	2,456
\$35,000 to \$49,999	1,259	2,022	41	39	2,978
\$50,000 to \$74,999	1,518	2,296	81	79	3,601
\$75,000 to \$99,999	1,280	1,666	114	92	2,599
\$100,000 to \$149,999	1,112	1,453	116	96	2,393
\$150,000 to \$199,999	467	536	18	18	970
\$200,000 or more	366	351	6	6	599
Families	4,519	6,619	381	335	10,110
Less than \$10,000	89	281	2	2	345
\$10,000 to \$14,999	113	137	9	9	250
\$15,000 to \$24,999	312	272	13	13	570
\$25,000 to \$34,999	223	353	11	11	570
\$35,000 to \$49,999	395	892	31	29	1,051
\$50,000 to \$74,999	784	1,297	69	67	1,915
\$75,000 to \$99,999	936	1,280	109	87	1,896
\$100,000 to \$149,999	945	1,337	113	93	2,130
\$150,000 to \$199,999	385	472	18	18	832
\$200,000 or more	337	298	6	6	551
Median family income (dollars)	82,225	76,601	88,287	84,464	80,024
Mean family income (dollars)	96,696	90,349	90,511	90,140	90,446
Nonfamily households	6,876	6,395	88	74	12,967
Median nonfamily income (dollars)	22,698	28,642	31,528	32,500	25,479
Mean nonfamily income (dollars)	31,950	38,150	38,102	39,577	33,903

Figure 1.

Median and Mean Household Income by Zipcode or Municipality

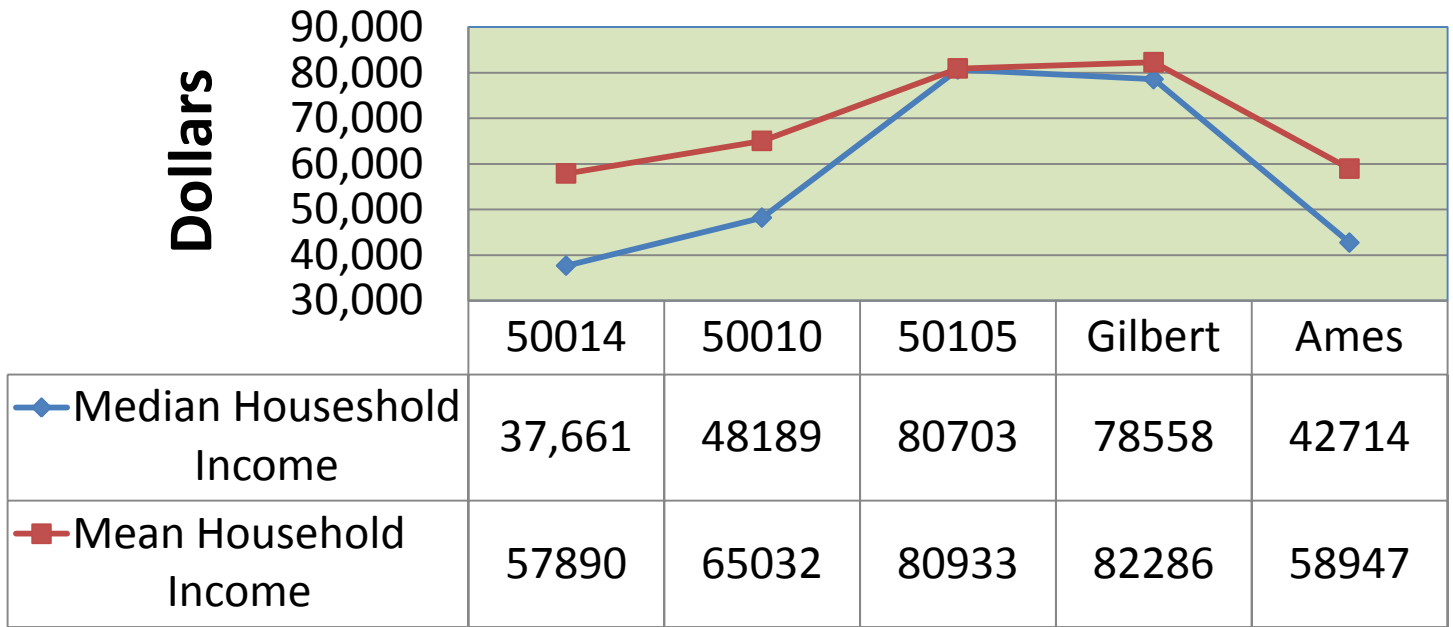


Figure 2.

Comparison of Categories of Median & Mean Income Levels by Zipcode and Municipality

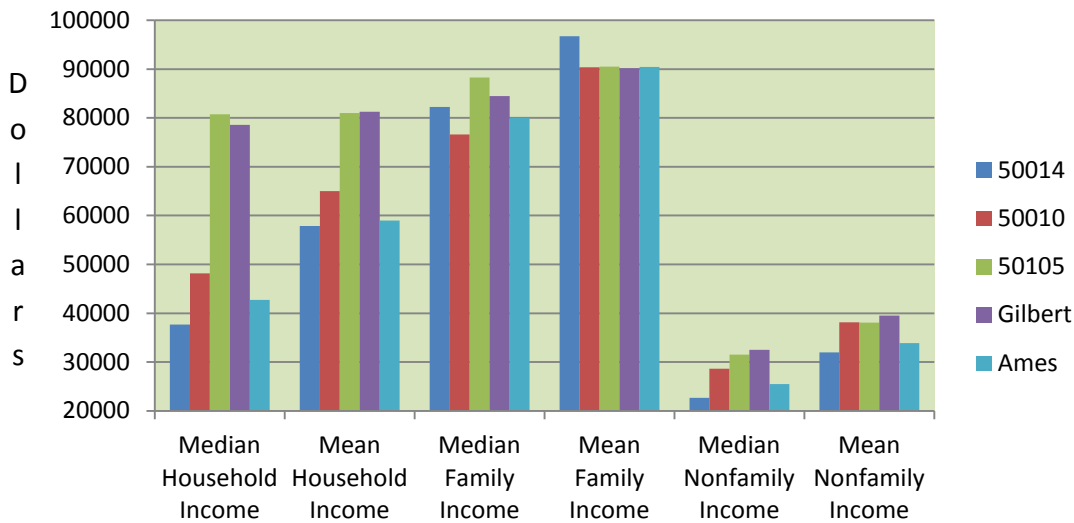


Table 3. Employment by Occupation, Industry, Class of Worker.

	50014	50010	50105	Gilbert	Ames
EMPLOYMENT STATUS					
Population 16 years and over	25,025	24,821	972	865	52,817
In labor force	18,203	16,831	821	722	35,384
Civilian labor force	18,175	16,806	821	722	35,331
Employed	16,925	16,133	790	691	32,908
Unemployed	1,250	673	31	31	2,423
Armed Forces	28	25	0	0	53
Not in labor force	6,822	7,990	151	143	17,433
OCCUPATION					
Civilian employed population 16 years and over	16,925	16,133	790	691	32,908
Management, business, science, and arts occupations	7,774	8,149	303	247	15,768
Service occupations	3,119	2,493	121	121	5,813
Sales and office occupations	3,625	3,294	167	167	7,025
Natural resources, construction, and maintenance occupations	890	1,001	80	58	1,793
Production, transportation, and material moving occupations	1,517	1,196	119	98	2,509
INDUSTRY					
Civilian employed population 16 years and over	16,925	16,133	790	691	32,908
Agriculture, forestry, fishing and hunting, and mining	517	318	23	9	796
Construction	610	618	60	39	1,044
Manufacturing	1,581	1,125	98	98	2,589
Wholesale trade	205	145	15	15	328
Retail trade	1,788	1,433	61	61	3,264
Transportation and warehousing, and utilities	232	318	19	19	570
Information	316	379	16	16	673
Finance and insurance, and real estate and rental and leasing	688	783	28	28	1,392
Professional, scientific, and management, and administrative and waste management services	1,428	1,277	55	55	2,586
Educational services, and health care and social assistance	6,485	6,829	252	232	13,719
Arts, entertainment, and recreation, and accommodation and food services	1,786	1,407	68	46	3,342
Other services, except public administration	735	711	54	32	1,302
Public administration	554	790	41	41	1,303
CLASS OF WORKER					
Civilian employed population 16 years and over	16,925	16,133	790	691	32,908
Private wage and salary workers	11,381	9,877	551	466	20,575
Government workers	4,874	5,690	205	205	11,169
Self-employed in own not incorporated business workers	660	566	34	20	1,140
Unpaid family workers	10	0	0	0	24

Table 4. Population, Age, Poverty, Disability and Education.

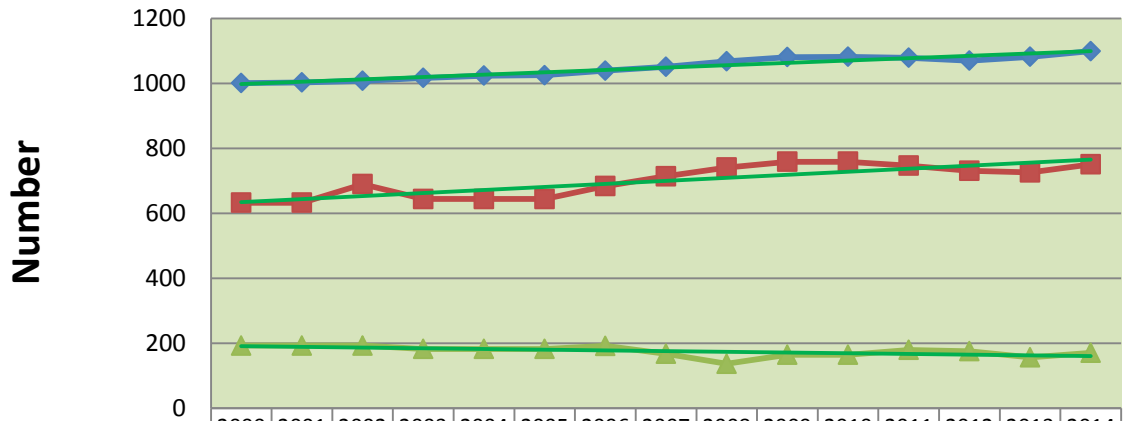
	50014	50010	50105	Employed Estimate %	Gilbert	Employed Estimate %	Ames
Population 16 years and over	25,025	25,475	972	81.60%	965	80.40%	52,817
AGE							
16 to 19 years	2,092	970	87	42.00%	88	42.00%	7,797
20 to 24 years	11,507	6,277	76	89.90%	109	89.90%	18,233
25 to 44 years	5,584	8,318	380	89.00%	362	88.70%	13,206
45 to 54 years	2,322	2,978	226	95.30%	207	94.70%	4,624
55 to 64 years	1,883	3,125	134	84.80%	137	83.20%	4,275
65 to 74 years	893	1,968	45	13.00%	44	13.60%	2,390
75 years and over	744	1,839	24	22.20%	18	22.20%	2,292
POVERTY STATUS IN THE PAST 12 MONTHS							
Below poverty level	8,146	5,400	41	75.00%	40	75.00%	13,089
DISABILITY STATUS							
With any disability	863	916	44	76.50%	51	76.50%	1,709
EDUCATIONAL ATTAINMENT							
Population 25 to 64 years	9,789	14,421	740	90.10%	706	89.40%	22,105
Less than high school graduate	155	368	17	92.90%	13	100.00%	367
High school graduate (includes equivalency)	663	1,727	167	89.90%	116	87.10%	1,943
Some college or associate's degree	2,509	3,620	250	91.80%	242	91.70%	5,587
Bachelor's degree or higher	6,462	8,706	306	88.80%	335	88.10%	14,208

Table 5. Community Level Poverty Analysis.

	50014	50010	50105	Gilbert	Ames
Population for whom poverty status is determined	26,041	29,518	1,389	1,398	52,272
AGE					
Under 18 years	3,382	5,310	474	494	7,949
Related children under 18 years	3,357	5,272	474	494	7,911
18 to 64 years	21,052	20,644	846	842	39,773
65 years and over	1,607	3,564	69	62	4,550
SEX					
Male	13,784	15,148	764	773	27,198
Female	12,257	14,370	625	625	25,074
All Individuals below:					
50 percent of poverty level	4,969	3,738	16	19	8,604
125 percent of poverty level	10,312	7,215	165	148	17,339
150 percent of poverty level	10,926	8,000	190	174	18,718
185 percent of poverty level	12,178	10,044	245	249	21,629
200 percent of poverty level	12,738	10,733	245	249	22,853
Unrelated individuals for whom poverty status is determined	13,442	10,574	112	89	23,623
Male	7,208	5,783	87	66	12,740
Female	6,234	4,791	25	23	10,883
Mean income deficit for unrelated individuals (dollars)	6,519	7,076	6,758	7,025	6,710
Worked full-time, year-round in the past 12 months	3,262	2,758	72	51	5,796
Worked less than full-time, year-round in the past 12 months	8,838	5,389	28	23	14,157
Did not work	1,342	2,427	12	15	3,670
PERCENT IMPUTED					
Poverty status for individuals	23.1%	20.2%	15.2%	21.3%	21.8%

Figure 3.

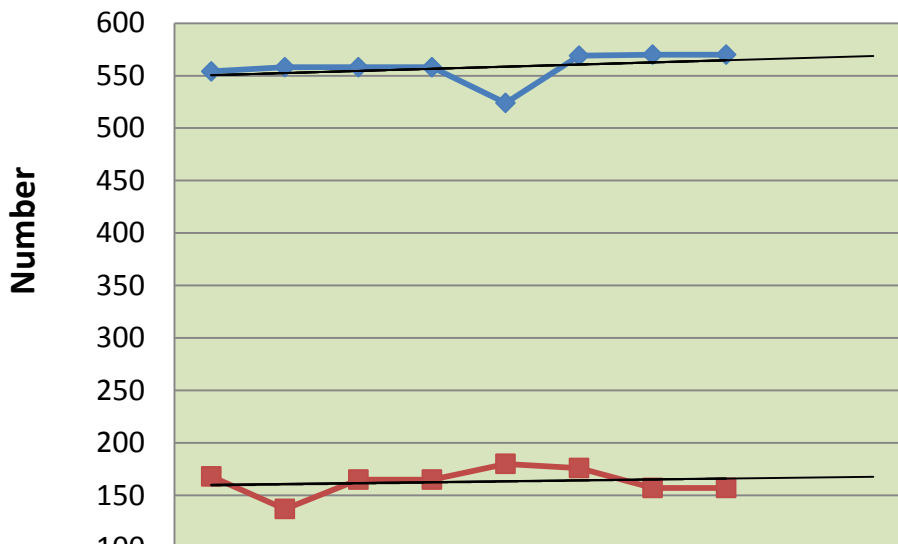
Longitudinal Comparison of Gilbert Population with GLC # Baptized Members and Mean Weekly Church Attendance



	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
◆ Gilbert Population (Fact Finder census.gov)	1001	1003	1008	1017	1024	1025	1039	1051	1068	1081	1082	1079	1070	1082	1099
■ GLC Baptized members (ELCA GLC Trend Report)	633	633	690	644	644	644	684	714	741	759	759	747	731	726	751
▲ GLC weekly Attendance (ELCA GLC Trend Report)	193	193	193	183	183	183	192	168	137	165	165	180	176	157	171

Figure 4.

Historical GLC Confirmed Membership and Mean Worship Attendance Trends



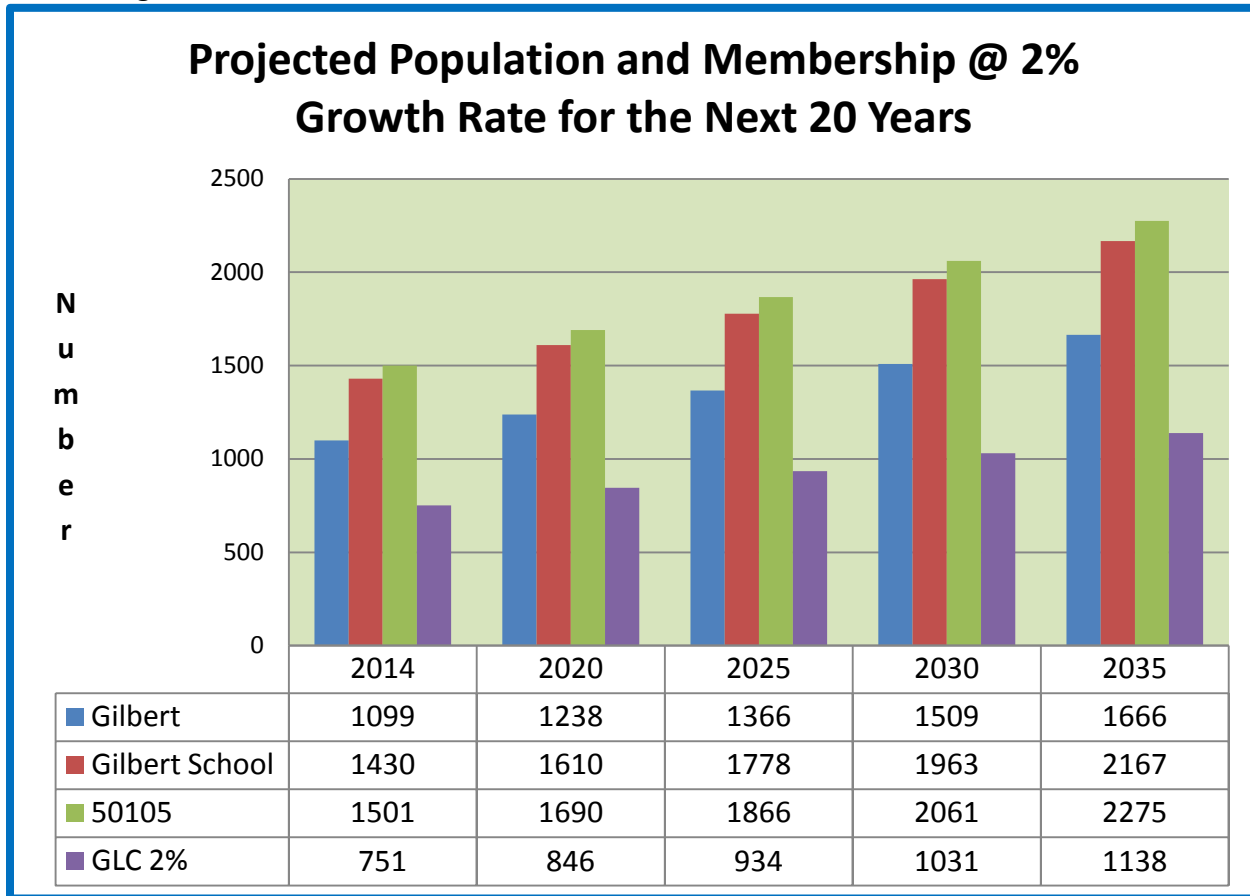
	2007	2008	2009	2010	2011	2012	2013	2014		
◆ Confirmed Membership	554	558	558	558	524	569	570	570		
■ Average Worship Attendance	168	137	165	165	180	176	157	157		

C. Community and GLC Growth Projections.

1. General Findings

- The population of the Ames/Gilbert area is expected to grow by 20,000 over the next 15 to 20 years.
- Seven (7) housing developments are currently underway in the Ames/Gilbert community.
- Currently there is “readily serviceable” land for up to 1,370 single family homes. These would support a population of 3,000 to 3,800 people.
- Several major companies are expected to locate in Ames within the next few years. Each of these is expected to employ 250 or more people.
- The Gilbert School enrollment grew from 950 students in 2000 to 1430 in 2015 for a mean growth rate of 3.36%. It is projected to range between 3% and 5% over the next 15 to 20 years
- Historically, the mean Ames population growth rate over the last 14 years was 1.75%
- Historically, the mean Gilbert population growth rate over the last 14 years was 0.7%
- Historically, the mean GLC baptized members growth rate over the last 14 years was 1.33%
- Historically, the mean GLC confirmed member growth rate over the last 14 years was 0.66%
- The mean population growth rate for zip code 50105 was 7.4% over the last five years
- The mean population growth rate for zip code 50014 was 0.27% over the last five years
- The mean population growth rate for zip code 50010 was 4.37% over the last five years.

2. Community Growth Projections:
Figure 5.

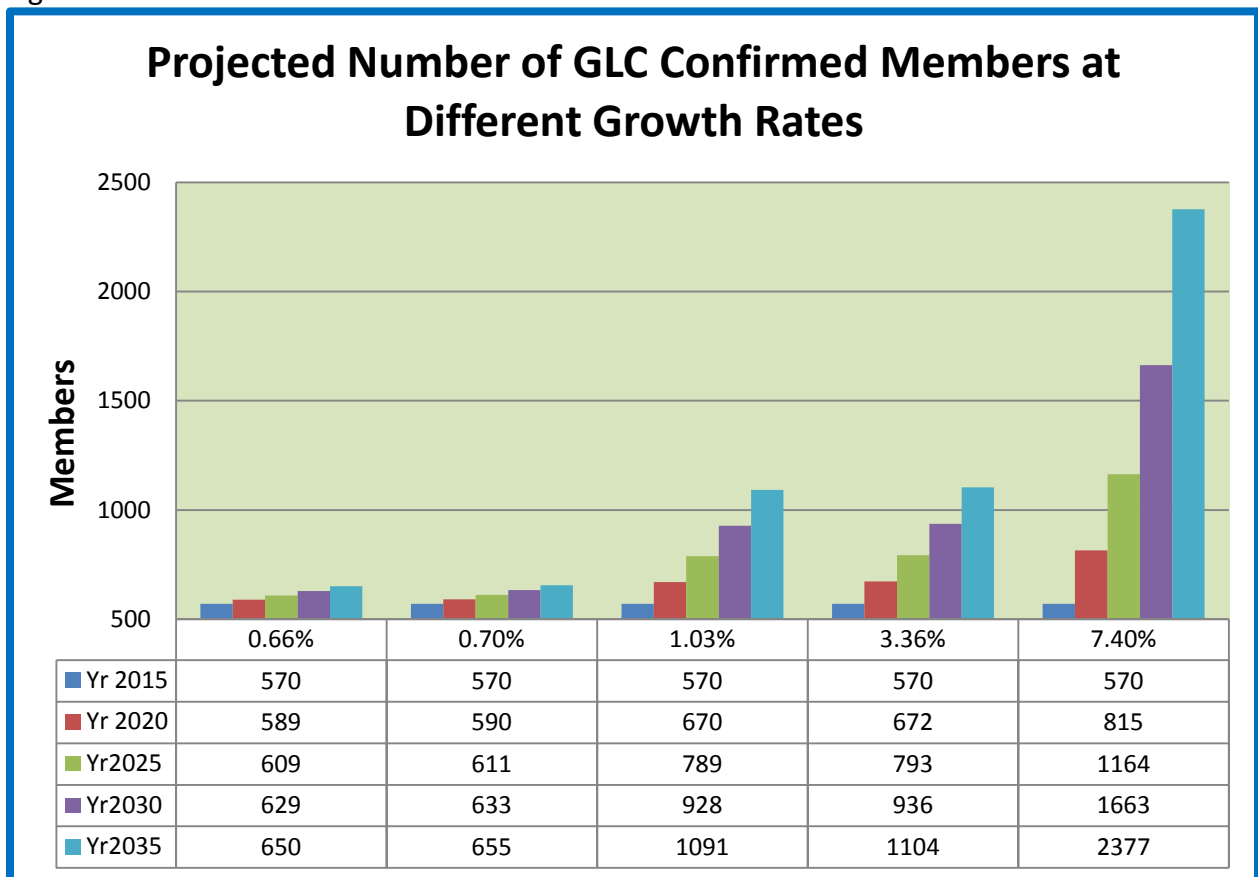


3. Growth Projections for Gilbert Lutheran Church

The growth of Gilbert Lutheran Church will depend on both external and internal factors. The external factors include the projected increase in population density in the community. The internal factors relate to what the Congregation pursues as its mission. The new mission was not known at the time of the writing of this report and thus projections are based on information related to external factors. For the latter purpose the historical growth rate percentages for the following entities were applied to GLC baseline data for # of confirmed members.

GLC confirmed members:	0.66%
GLC baptized members:	1.33%
Gilbert city:	0.7%
Gilbert school enrollment:	3.36%
Zip code 50105:	7.4%

Figure 6.



D. Possible Opportunities for Gilbert Lutheran Church

- A new opportunity Gilbert Lutheran could offer would be after school programming or a safe place for kids to hang out between sports or other activities. This would provide the opportunity for more personal interaction and better mental health. This could entail the construction of a gymnasium and other recreational/education facilities
- Car pool/ride share program to transport kids to activities
- Volunteer network program for needs outside of the church (TLC tends to be an inside the church program)

- Provide/sponsor a community counseling space and counselors
- Develop an in depth series of "Becoming Better" seminars/classes/speakers to offer to all members of the community
- Opportunity to recruit new members to the community who are Lutheran to GLC
- Opportunity to recruit new members to the community who are not Lutheran to GLC
- Opportunity to recruit new disciples for Christ.
- Provide "green space" for members and community. Could be used for outdoor recreation and/or a community garden
- Support mental health counseling at Beloit/LSI
- Provide transportation services for senior citizens for church related activities as well as shopping, healthcare, recreation, Heartland
- Form partnerships to provide low income housing in community
- In the future, GLC could consider starting a Christian day care center
- Help with mentoring program at Beloit