Civic Sanctuary

NEIGHBORHOOD & OUTREACH PROFILE

Parish Profile

Alder Street Community Church

EDGEWATER, CHICAGO · ZIP 60640

PREPARED FOR THE CHURCH COUNCIL · OCTOBER 2026

Who lives near your door, how your congregation compares with them, and what to do about it this quarter.

65,445 residents · 33% ages 18–34 · 68% renters · 14,124 within a ten-minute walk

SANCTUARY SEGMENTS V1.1 · CLEAR Top Community Segment: **Young & Mobile** (55.1% share)

Sample report. Neighborhood figures are real; the congregation on page 6 is illustrative.

FIVE NUMBERS FOR THE COUNCIL

Who lives within a mile of your door

The plain facts of the neighborhood: who lives here, how they live, and how that compares with the country.

65,445	33%	68%	20%	57%
residents	are 18–34	of households rent	new this year	live alone

What the data says

Edgewater is young, renting, and mobile. A third of residents are 18 to 34, more than two-thirds rent their homes, and one in five arrived in the past year. Nearly six in ten households are a single person living alone.

That combination — young, newly arrived, living alone — describes people who are more likely to be looking for a community and less likely to already have one. It is the most useful fact in this report, and it shapes every recommendation in it.

SANCTUARY SEGMENTS V1.1 · DOMINANT PERSONA

Young & Mobile (55.1% share · clear confidence)

Ministry implication: Low-commitment entry points, weekday gatherings, digital-first invitation.

LEAD WITH WELCOME

The median household is one person. A newcomer's first question is not what you believe, but whether they will be known.

GO WHERE PEOPLE ARE

Two-thirds rent. Apartment buildings and shared spaces are the mission field, not the blocks with yard signs.

MEASURE THE RETURN

Newcomers decide in weeks. A first visit without a follow-up is a campaign that worked and a church that did not.

Figures are ACS 2020–2024 5-year estimates. Method and margins of error: page 10.

OUR RECOMMENDATION

Build the next quarter around the ten-minute walk, lead with renters and newcomers, and measure the second visit. The rest of this report shows why, and how.

FOR THE COUNCIL *Which of these numbers should shape this year's outreach budget?*

A younger, more educated, more varied neighborhood than the country

Compared with the United States, ZIP 60640 has far more young adults, fewer children, and nearly twice the share of adults with a college degree.

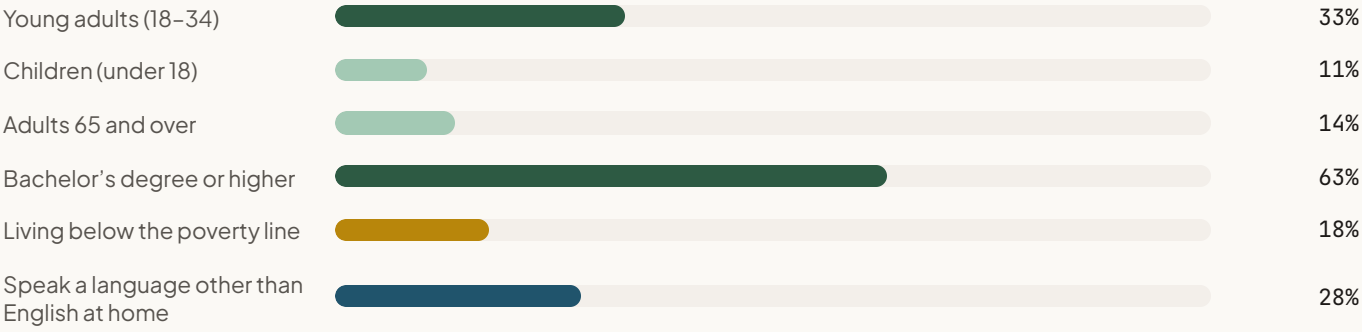
38.2 yrs
Median age
U.S. 38.9

$73,254
Median household income
U.S. $80,734

64.8
Diversity index (0–100)
U.S. 61.4

Age, education, and income

U.S. IN TEXT · FULL TABLE P.10



Enriched Community Indicators

LEHD LODES (2022) · IRS BMF (2026) · CDC PLACES (2025)

LEHD LODES · WORKPLACE JOBS
845
Workplace jobs in area · **0.183** jobs per resident worker (2,316 workers)

IRS BMF · RELIGIOUS DENSITY
36
Congregations in ZIP (**5.5**/10k) · 342 total active 501(c)(3) nonprofits

CDC PLACES · PREVENTIVE HEALTH
75.8%
Annual routine checkup rate · **12.9%** frequent mental distress

WHAT THIS MEANS

Edgewater is a dense commuter base (0.183 jobs/worker) with high civic density (52.3 nonprofits/10k). The median resident is 38 with a degree and strong preventive healthcare engagement, alongside real mental health needs.

FOR THE COUNCIL *What would change in our welcome if this is who our neighbors are?*

Sanctuary Segments: 8 Community Personas

Synthesizing 14 Census and federal indicators into 8 progressive mainline ministry personas, population-weighted across 20 neighborhood Census tracts.

CLEAR CONFIDENCE · 55.1% TOP SHARE

Feature coverage: 14/14 · Softmax T=0.25

Young & Mobile	55.1%	Low-commitment entry points, weekday gatherings, digital-first invitation.
Cost-Burdened Renters	19.7%	Material support, no-fee events, no stewardship ask.
Aging in Place	8.2%	Accessibility, transport, pastoral care, daytime connection.
Multilingual Households	4.7%	Language access, ESL, translated welcome, cultural partnership.
Renting Families	4.5%	Children's ministry, safety and trust, practical support.
Working Roots	3.1%	Plain language, local partnership, practical community.
Established Affluent	2.9%	Civic partnership, philanthropy, leadership.
Settled Homeowners	1.8%	Stability, hosting, volunteering, legacy giving.

Vulnerability, Transit & Food Access

CDC SVI (2022) · USDA ERS Food Access (2025)

38.2%
No-vehicle households (CDC SVI transportation)

13.3%
Disability prevalence (CDC SVI physical/cognitive)

0.0%
Low-income low food access (USDA SNAP 1-mile urban)

67.8
Overall SVI Vulnerability (0–100 percentile score)

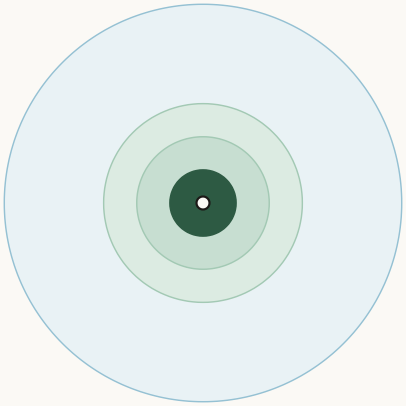
MINISTRY TRANSLATION

Over half the neighborhood matches **Young & Mobile** (55.1%): single, renting, and mobile. With 38.2% lacking cars and 47% paying over 30% of income on rent, hospitality must be pedestrian-accessible and financially welcoming.

FOR THE COUNCIL *Which of these 8 personas is our congregation best structured to welcome this year?*

14,124 people within a ten-minute walk

A ZIP code is an administrative boundary. A congregation's neighborhood is a distance. These rings count the people who live inside each one, measured on the street network from the sample church's location.



Ten-minute walk on foot	14,124 PEOPLE
Twenty-minute walk on foot	62,057 PEOPLE
Thirty-minute walk on foot	124,954 PEOPLE
Ten-minute drive free-flow	480,807 PEOPLE

Each ring includes everyone inside it. The drive ring is the whole ten-minute area, not an addition to the walking rings.

The ten-minute walk against the whole ZIP

CLOSEST 14,124 PEOPLE

MEASURE	TEN-MINUTE WALK	ZIP 60640	U.S.
Young adults (18–34)	31%	33%	23%
Children (under 18)	10%	11%	22%
Living alone	48%	57%	29%
Renter-occupied homes	64%	68%	35%
Moved in the past year	17%	20%	12%
Speak another language at home	20%	28%	22%

Rings are network isochrones from OpenStreetMap, generated 30 October 2026.[2]

WHAT THIS MEANS

14,124 people within a ten-minute walk is more than most congregations will meet in a decade of Sunday mornings. The neighborhood is not the problem.

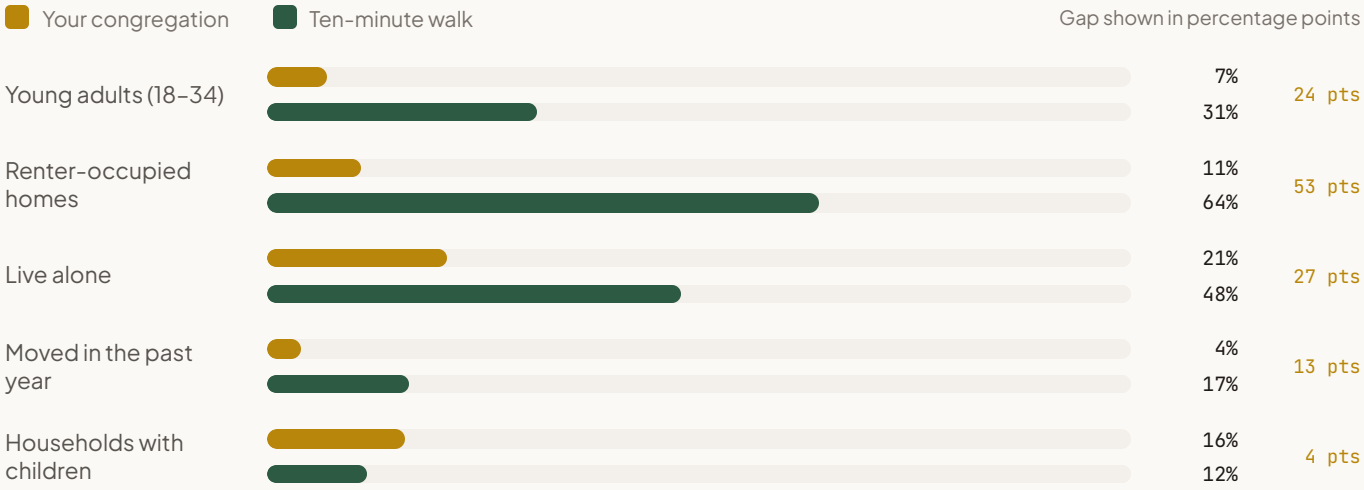
FOR THE COUNCIL *Who already walks past our door that we have never invited?*

Your congregation against the neighborhood

SAMPLE CONGREGATION

Your congregation, measured against the people within a ten-minute walk. The comparison requires your roster.

164	62 yrs	18%	2.1
Active participants	Median age neighborhood 38.2	Live within a ten-minute walk	Participants per 1,000 nearby residents



Congregation figures are illustrative. [3]

THE GAP, IN ONE SENTENCE

Your congregation is older, more homeowner, and more settled than the people around it. The widest gap is housing: 64% of nearby households rent; 11% of your participants do.

Penetration by ring

Sample participants; real residents

RING	RESIDENTS	PARTICIPANTS	PER 1,000
Ten-minute walk	14,124	30	2.1
Twenty-minute walk	62,057	90	1.5
Thirty-minute walk	124,954	121	1.0

FOR THE COUNCIL *What would it take to close the largest gap on this page within two years?*

Where the gaps are widest

The three largest differences between the congregation and the neighborhood — and what each one makes possible.

01

The newcomer window

One in six nearby residents arrived within the last year. In the sample congregation, it is one in twenty-five. People who have just moved are the most likely to be looking for a community — and the window closes within a few months.

Neighborhood 17% · congregation 4% · 13 pts

FIRST MOVE A monthly "new to the neighborhood" table at a local café or the library.

02

The renter blind spot

Nearly two-thirds of nearby households rent. Rental buildings have no front porch, no yard sign, and no natural place to meet a neighbor. A congregation that reaches people through homeowners' networks is invisible to most of its own neighborhood.

Neighborhood 64% · congregation 11% · 53 pts

FIRST MOVE Two EDDM carrier routes over the rental-dense blocks, plus a standing invitation in the building lobby.

03

The age gap

Nearly a third of nearby residents are 18 to 34. In the sample congregation, it is seven percent. It is the clearest invitation in the data: the question is where those neighbors already gather.

Neighborhood 31% · congregation 7% · 24 pts

FIRST MOVE One recurring presence where 18–34s already gather — a trivia night, a running club, a makerspace.

All three point to the same move: stop waiting for people to find the building, and start showing up where they already are.

> START HERE
>
> Begin with the renter blind spot. It is the widest gap, the cheapest to reach, and the easiest to measure.

FOR THE COUNCIL *Which of these three will we fund this quarter?*

Three things worth doing this quarter

Small, measurable, and chosen because they reach the people the profile describes. Every item has a cost, a reach, and one number to watch.

CAMPAIGN	WHAT IT IS	COST	REACH	WATCH
Fix the front door Weeks 1–2	Claim and complete the Google Business Profile: service times, photos, a plain-language welcome, accessibility notes, and a "plan a visit" link. This is what a newcomer sees before anything else. Free. The highest-leverage hour in the plan.	$0	Local search	Profile views, direction requests, website clicks
Every Door Direct Mail Weeks 3–6	Two USPS carrier routes covering the rental-dense blocks in the ten-minute ring. No mailing list required — the Post Office delivers to every address on the route. One clear invitation, one QR code. 1,500 pieces, postage and print included.	$300–450	~1,500 homes	QR scans, "how did you hear" = mail
A table where neighbors already are Weeks 4–10	A recurring presence at the farmers market, library, or a local café — not a booth with a banner, but a thing worth stopping for. Coffee, a question, a listening ear. Materials and coffee only.	$75–150	Foot traffic	Conversations, follow-up invitations, first visits

PLANNING RANGE

At a 0.3–0.8% response rate, 1,500 pieces implies 5 to 12 conversations. After one cycle we replace the range with your actual results. [4]

Sequencing

No paid social until the front door is fixed and someone is ready to follow up with a first-time guest within 48 hours. Sending people to a confusing website or an unanswered email is the most common way churches waste an outreach budget.

FOR THE COUNCIL *Who owns each of these, and when will the council hear the first result?*

Five numbers, five minutes, every Monday

The plan is worth what you can measure. These five numbers are small enough that a volunteer will still be collecting them in month three.

NUMBER	HOW TO COUNT IT	HOW OFTEN	WHO
First-time guests People who identify as new to you this week	Greeter or connection card. Count people, not cards.	Weekly	Greeter lead
Guest origin New to church · returning · transferring	One question on the connection card, asked kindly.	Per guest	Welcome team
Second visit within 60 days Did a first-time guest come back?	Assign each guest a code (G-014) instead of a name. Track the code, never the person.	Monthly	Welcome team
Campaign response Did the campaign reach anyone?	QR scans plus “how did you hear about us” responses, by campaign.	Weekly	Comms lead
Worship attendance Context, not the goal	The usual count. Useful for seasonality; not evidence of reach on its own.	Weekly	Ushers

WHY ORIGIN MATTERS

Most mainline growth is transfer growth. Separating it from people with no church home keeps the headline accurate without inflating it.

THE FIVE-MINUTE RULE

If collecting the scorecard takes longer than five minutes, it stops happening by week six. The church keeps the people. We keep the arithmetic.

EVERY MONDAY
Five-minute count

EVERY MONTH
Second-visit check

EVERY QUARTER
This report, refreshed

FOR THE COUNCIL *Who will own the Monday count?*

How every figure was produced

The audit trail: sources, geography, estimates, and the assumptions behind the plan.

TABLE A · MEASURE	ZIP 60640	MOE	COOK COUNTY	U.S.
Young adults (18–34)	33%	±1.8	24%	23%
Children (under 18)	11%	±1.1	21%	22%
Adults 65 and over	14%	±1.2	16%	17%
Living alone	57%	±2.5	35%	29%
Households with children	10%	±1.1	27%	30%
Renter-occupied homes	68%	±2.6	42%	35%
Rent burdened (30%+)	47%	±3.4	49%	51%
Moved in past year	20%	±4.1	12%	12%
Bachelor's degree or higher	63%	±2.1	43%	36%
Below poverty line	18%	±2.1	13%	13%
Another language at home	28%	±3.7	36%	22%
Diversity index (0–100)	64.8	±2.4	71.3	61.4

1 · Geography and distance

Rings are network isochrones, not circles: the area reachable from the sample church's location (41.9762, −87.6685) in 10, 20, or 30 minutes on foot, and in 10 minutes by car. They were generated with Valhalla 3.9.1 on OpenStreetMap data on 30 October 2026. Walking uses the pedestrian network; driving uses free-flow speeds, not live traffic. Population and metrics are counted at Census block-group centres and inherit their tract's values.

ZCTA-level summaries weight Census tracts by tract population times the tract land-area share overlapping the ZIP code (using the 2020 Census ZCTA relationship file).

2 · Estimates

Neighborhood figures are 2020–2024 American Community Survey 5-year estimates, retrieved through Census Reporter on 3 November 2026. Every proportion is computed from named ACS columns. The margin of error in Table A uses the Census Bureau's published approximation for derived proportions, so a council can see the precision behind each figure without the body of the report repeating it on every page.

3 · Congregation data

The congregation on page 6 is illustrative and belongs to no real church. In a customer report, this section adheres to the Civic Sanctuary Data Contract: household addresses are geocoded to Census tracts and then discarded within 30 days. We store counts, geographies, and pseudonymous codes (G-014) — zero personally identifiable information (PII). Geographies with fewer than eight contributing households are suppressed or rolled up.

4 · Campaign assumptions

Direct-mail response is a planning range of 0.3–0.8%, consistent with published hyperlocal mail benchmarks; it is not a guarantee. Costs are 2026 estimates for print and USPS Every Door Direct Mail. The 60-day return window distinguishes a second visit from a one-time appearance.

5 · Ethics & Data Contract

We describe places, not people. No individual scoring, no inferred religion, no commercial broker data, and no sharing with advertising platforms. "Free reads what is public. Paid reads what the church owns." Small-cell suppression protects every household. This is a boundary, not a disclaimer.

6 · Sources

1. U.S. Census Bureau: ACS 2020–2024 5-year estimates (12 tables) via Census Reporter · Census TIGER / Centers of Population 2020.
2. CDC / ATSDR: Social Vulnerability Index (SVI 2022 release) tract percentiles and sub-indices.
3. CDC / Robert Wood Johnson: PLACES 2025 release (2023 data) community health measures.
4. USDA Economic Research Service: Food Access Research Atlas (2025 release) & SNAP participation.
5. U.S. Census Bureau LEHD: Longitudinal Employer-Household Dynamics (LODES8 2022 release) WAC/RAC job flows.
6. Internal Revenue Service: Exempt Organizations Business Master File (IRS BMF, October 2026 release) active 501(c)(3) entities.
7. Opportunity Atlas: Harvard / Census Bureau upward income mobility metrics.
8. OpenStreetMap & Valhalla 3.9.1: Pedestrian and road network routing.

Retrieved 3 November 2026. This page is the only place the report discusses method; the body states findings.