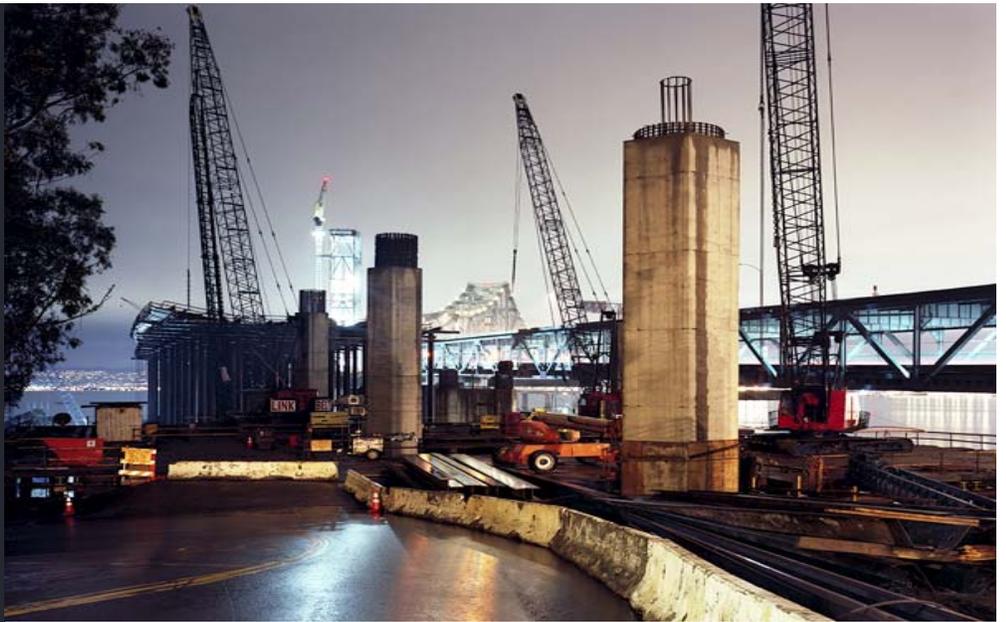


# East Bay Baptists on Mission



## Diverse

Over 175 languages are spoken in the East Bay. It is considered one of America's most diverse regions.

## Creative

Thriving grassroots arts communities, arts business and spiritual communities all thrive in the midst of our creative culture.

## Lost

Some of the least reached people groups live in the East Bay. They are immigrants and refugees and international travelers.

## "We imagine hundreds of new churches transforming the East Bay with the gospel"

*Lyman Alexander, director of missions, EBBA*

The East Bay Baptist Association shares the geography of two counties (Alameda and Contra Costa) with the CostaMeda Baptist Association. Our Association covers the area east of the San Francisco Bay to five miles inland from its shores. Our cities include Oakland, Fremont, Berkeley, Emeryville, and many more. Oakland is the third largest city in the Bay Area, and Fremont is the fourth.

### Oakland

The population of Oakland is 391,000. Over 40% of persons over 5 years old do not speak English at home. Around 28% are black, 26% are non-Hispanic white, 25% are Hispanic, and almost 17% are Asian. There are numerous neighborhoods in Oakland.

### Rockridge

The Rockridge neighborhood of Oakland is home to 16,000 people. Over 13,000 of those living here are white, making it one of the least diverse, most Caucasian communities in Oakland. We have been praying for a church planter for this community for several years, probably Caucasian.

### Jack London Square

Almost 25,000 people live in Jack London Square, an area that has experienced major growth and revitalization in the last decade. New housing is being built all around this neighborhood, increasing the population by 18%. The white population has more than doubled, Asians have increased by 28%, and the Latino population has increased by 18% and the African American have decreased by 10% but is still the



area's largest racial/ ethnic group. Jack London Square is easily accessible to the rest of north Oakland by both car and public transportation. Its new restaurant, foodie, and music scenes have helped it become a destination spot for the rest of the city. Its rising reputation is part of what made the New York Times recently name Oakland the fifth most desirable travel destination in the world, between London and Tokyo. A multi-ethnic church here is one of the EBBA's church planting priorities.



rockridge



Oakland’s downtown has become a center for arts and activism of all kinds. It has a growing non-profit base and is also home to more arts business per capita than any other city in the U.S. Faith and the arts is a common theme for the city of Oakland, though what is meant by faith is not necessarily the Christian faith.

### The Port of Oakland

The Port of Oakland, adjacent to Jack London Square is the fifth busiest container port in the U.S. Current construction positions it to attract an even larger market share. Ships from all over the world move in and out of Oakland with cargo. The EBBA would like to see a church in Jack London Square take responsibility for the Port of Oakland as their local mission field.

### Emeryville

Emeryville is a small, dense city with only 10,080 people living on 1.2 square miles. Its day time population is far greater because of all the retail space, plus companies like Pixar that have found a nest in Emeryville. Emeryville has its own BART station (Bay Area Rapid Transport), and residents are accustomed to using public transportation. Many commute into San Francisco to work. Between 2000 and 2010 the city grew by 44% due to high-rise home construction.

Residents of Emeryville over 15 years are almost 75% single, and 55% have never been married while many others are divorced. The average age is 38. Over 30% of Emeryville’s people hold graduate degrees. Emeryville is 40% non-Hispanic white, 27% Asian, 17% African American, and 9% Hispanic.

### Fremont

The population of Fremont is 214,000, approximately 43% of whom are foreign born, and 56% who speak a language other than English at home. Over half are Asian, only 26% are non-Hispanic white, 15% are Hispanic, and only 3% are black. Almost 39,000 Asian Indians and over 38,000 Chinese live in Fremont. It is also home to the largest Afghan population in the United States. Many live and work in an area called Little Kabul, a visible Afghan community where almost half of all residents are foreign-born. An Indian, a Chinese and a multi ethnic church are needed

We have a missionary team currently working there with Muslims in general and Afghans specifically. There are also almost 32, Hispanics in Fremont, or almost 15% of the population. The city changed tremendously between 2000 and 2010. It became more Asian, more Hispanic, and less Caucasian. In 2000 the median household income was \$76,000, and despite the recession, it was over \$100,000 a decade later. Fremont is becoming one of the least reached cities in the Bay Area, and a number of new churches are needed now.





## Some places, not on our vision tour, where we need churches

### Fruitvale, Oakland

Almost 48,000 people live in this Oakland neighborhood. Over 41% are foreign-born, and almost 30% live below poverty level. Half are Hispanic and 10,000 are black, but 3,000 of these are African. There are 7,500 Asians, 3,500 whites and 3,300 Pacific Islanders. Several new churches of different kinds are needed in Fruitvale, especially Hispanic churches, and a multi-ethnic church.

### Oakland Chinatown

Oakland's Chinatown population is small, at only 3,400 people. It is pan-Asian, but predominantly Chinese. Though small, it attracts many thousands more in that it is the recognized cultural center of Oakland's Asian population. It is a working, not a tourist Chinatown, and is home to Asian shops, restaurants, an Asian language public library, and a Chinese opera house. It also hosts several annual festivals that draw Asian Americans from around the Bay. The single most utilized form of transportation is walking. There is also an Asian community center in the middle of Chinatown. A Chinese church is needed.

### West Oakland

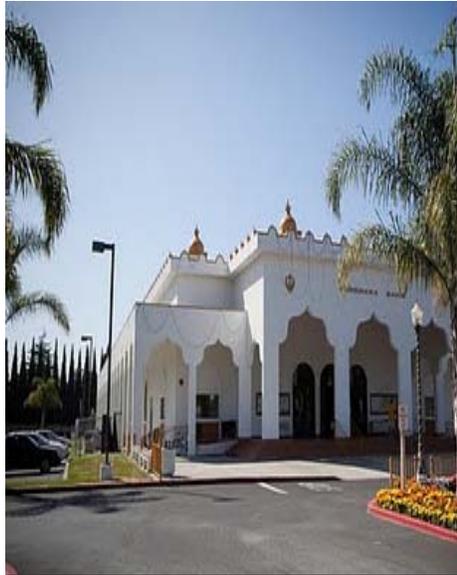
West Oakland's population is over 26,000. Approximately 60% are African American, 10% are white, 12% are Asian, 18% are Hispanic, and 30% live in poverty. Significantly, West Oakland has a significant, collaborative, indigenous performing and visual arts community. A new church planter and his family have just moved to West Oakland to work with this community. They will expand to other Oakland arts communities, such as Lake Merritt, as the church plant progresses.

### Union City

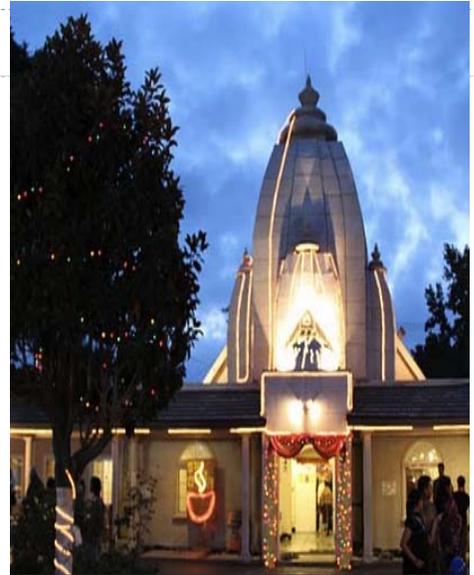
The population of Union City is 69,000. There are 35,000 Asian residents, including 14,000 Filipinos, 8,000 Asian Indians, and 7,500 Chinese. There are also 10,000 whites, 16,000 Hispanics and 4,000 blacks. A leader has been identified to plant a Filipino church, but a Spanish speaking church is needed as well as one to reach South Asians, and a pan Asian or multi-ethnic church.



The Islamic Cultural Center of Northern California is located in the Lake Merritt area of Oakland.



Gurdwara Sahib Sikh Temple in Fremont is open 24/7 to feed and house people who need it.



Vedic Dharma Samaj Hindu Temple in Fremont is a former church building.

The East Bay is home not only to immigrants and refugees from all over the world, but also to their religions— Hinduism, Buddhism, Sikhism, Islam, Jainism and more. Their centers, such as the ones above, are often open to all.

Many practice doing good in their communities, engage in the arts, help unite their constituencies and preserve cultural traditions. All of these things also make it difficult to penetrate their people groups with the gospel.

The number of mosques in the United States has increased by 74% in the last decade. Of the 2106 mosques in the United States, there are 246 in California alone. There are 16 in the East Bay alone. They serve not only the obvious Middle Eastern and South Asian immigrant populations, but many American born Muslims as well.

The Islamic Cultural Center for all of Northern California is located in Oakland.

We have also identified 23 Hindu temples, wats, and monasteries throughout the East Bay. One temple in Fremont is a former church building that was purchased by the Hindu community.

Gurdwaras, meaning “gateway to the guru” are places of worship for Sikhs. Most Sikhs are South Asian from India or Pakistan. Inside of gurdwaras there are community kitchens where any individual is invited to eat free. There are four gurdwaras in the East Bay. Some even offer travelers free places to stay overnight.

There is a large Buddhist community in the East Bay, two Vietnamese Buddhist temples in Hayward, two in Oakland, and one in San Leandro.

There is a Thai Buddhist temple in Berkeley and in Fremont, a Lao temple in Richmond, and a Cambodian Wat in Oakland. There are numerous Chinese Buddhist temples all over the East Bay as well.

Oakland is home to the 13<sup>th</sup> operating Mormon temple in the United States. It sits at the top of the Oakland Hills, one of East Bay’s wealthiest communities.

Certainly, reaching East Bay and starting churches here means more than gathering people who are already Christians into new communities. We must learn to better reach people of many cultural and religious backgrounds, and to take responsibility for evangelizing some of the least reached peoples on the planet. In addition, we hope to become a sending base to places in the world where people from diverse unreached backgrounds live.



## More Places Where the EBBA is Praying to Start New Churches

### Pinole

Pinole is a city of 19,000 where there is no SBC church. There are 7,000 whites, 4,000 Asians, 2,400 African Americans. The predominant Asian group is Filipinos, with 1,800. A multi-ethnic church is needed in Pinole.

### Hercules

The population of Hercules is around 25,000. There are 4,000 white, 4,500 African American, 3,500 Hispanic, and 11,000 Asians. The Asian population includes 6,000 Filipinos, 2,000 Chinese, and 1,000 Asian Indians. A Filipino leader has been identified to start a Filipino congregation, but a multi-ethnic church start is also indicated for this city where there is no Southern Baptist church right now.

### Richmond

The city of Richmond has a population of 103,000 with the largest group being its 41,000 Hispanics. There are 27,000 blacks and 14,000 Asians. The Asian group includes 4,200 Chinese, 3,700 Filipinos, 1,300 Asian Indians, and 3,000 "other" Asians, including a large Laotian population not indicated in the 2010 census. Hispanic and Asian churches are needed. Over 47% speak a language other than English at home.

### San Pablo

There are 29,000 people in San Pablo. Of persons 5 years old or more, 69% speak a language other than English at home, and 45% are foreign born. There are 16,000 Hispanics, 12,000 of whom are Mexican and most of the rest are of other Hispanic origins. There are also 4,400 black, 3,000 white, and 4,300 Asians.

### East Oakland

East Oakland also needs a new church. A church planter has been identified for the Millsmont neighborhood of Oakland, and the surrounding 94605 zip code, population 46,000. The area is half African American, around 20% white, 15% Hispanic, and most of the rest is Asian. The Leona Heights and the Caballo Hills neighborhood of this zip code are also very unchurched. We also need churches in Oakland's Crestmont, Skyline-Hillcrest Estates and Redwood Heights neighborhoods.

### Union City

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### Fairview / Hayward Highlands

The population of Fairview is 10,000, 3,600 of which are white, 2,200 Latino, 1,500 Asian, and 2,000 black. In neighboring Hayward Highlands there are 7,400 residents who are mostly high income earners, educated, and almost all of them speak English. Hayward itself is a city of 140,000 with 68,000 white, 17,000 blacks, 48,000 Hispanics, 34,000 of whom are Mexican, and most of the rest are "other". Half of the 26,000 Asians are listed as "other" and 29,000 are listed as "other race" by the 2010 census.