

Note to all applicants/respondents: This form was developed with Nuance, the official HUD software for the creation of HUD forms. HUD has made available instructions for downloading a free installation of a Nuance reader that allows the user to fill-in and save this form in Nuance. Please see <http://portal.hud.gov/hudportal/documents/huddoc?id=nuancereaderinstall.pdf> for the instructions. Using Nuance software is the only means of completing this form.

# Affirmative Fair Housing Marketing Plan (AFHMP) - Multifamily Housing

**U.S. Department of Housing and Urban Development  
Office of Fair Housing and Equal Opportunity**

OMB Approval No. 2529-0013  
(exp.1/31/2021)

<b>1a. Project Name &amp; Address (including City, County, State &amp; Zip Code)</b> Bayview Apartments 1208-1218 Cypress, 1220-123- Cypress, 1302-1312 Cypress, 1314-1324 Cypress 1207-1217 Poplar, 1219-1229 Poplar, 1301-1311 Poplar, 1313-1323 Poplar 406-412 North 12th Street, 414-424 North 12th Street 405-411 North 14th Street, 417-423 North 14th Street Superior, Douglas County Wisconsin 54880	<b>1b. Project Contract Number</b> WI001000002A	<b>1c. No. of Units</b> 64
<b>1d. Census Tract</b> 203		
<b>1e. Housing/Expanded Housing Market Area</b> Housing Market Area: Douglas County Expanded Housing Market Area: Duluth MN-WI Metropolitan Area		

**1f. Managing Agent Name, Address (including City, County, State & Zip Code), Telephone Number & Email Address**  
 Superior Housing Authority, 1219 North 8th Street, Superior, Douglas County, Wisconsin 54880 (715)394-6601  
 pambenson@superiorhousing.org

**1g. Application/Owner/Developer Name, Address (including City, County, State & Zip Code), Telephone Number & Email Address**  
 Bayview Rehabilitation, LLC, 4011 80th Street, Kenosha, Kenosha County, Wisconsin 53142 (312) 405-3277 Adam@BearREG.com

**1h. Entity Responsible for Marketing (check all that apply)**  
 Owner  Agent  Other (specify) \_\_\_\_\_  
 Position, Name (if known), Address ( including City, County, State & Zip Code), Telephone Number & Email Address  
 Director of Housing Programs, Mary Pelofske, Housing Authority of the City of Superior, Douglas County, Wisconsin, 1219 North 8th Street, Douglas, Superior, Wisconsin 54880 (715)394-6601 Mary@superiorhousing.org

**1i. To whom should approval and other correspondence concerning this AFHMP be sent? Indicate Name, Address (including City, State & Zip Code), Telephone Number & E-Mail Address.**  
 Adam Templer, Vice President-Development, Bear Development, 4011 80th Street, Kenosha, Kenosha County, Wisconsin 53142 (312) 405-3277 Adam@BearREG.com

**2a. Affirmative Fair Housing Marketing Plan**  
 Plan Type  Date of the First Approved AFHMP:   
 Reason(s) for current update:

**2b. HUD-Approved Occupancy of the Project (check all that apply)**  
 Elderly  Family  Mixed (Elderly/Disabled)  Disabled

**2c. Date of Initial Occupancy**

**2d. Advertising Start Date**  
 Advertising must begin *at least* 90 days prior to initial or renewed occupancy for new construction and substantial rehabilitation projects.  
 Date advertising began or will begin   
**For existing projects, select below the reason advertising will be used:**  
 To fill existing unit vacancies   
 To place applicants on a waiting list  (which currently has  individuals)  
 To reopen a closed waiting list  (which currently has  individuals)

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**3a. Demographics of Project and Housing Market Area**

Complete and submit Worksheet 1.

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**3b. Targeted Marketing Activity**Based on your completed Worksheet 1, indicate which demographic group(s) in the housing market area is/are *least* likely to apply for the housing without special outreach efforts. (check all that apply)

- White       American Indian or Alaska Native       Asian       Black or African American  
 Native Hawaiian or Other Pacific Islander       Hispanic or Latino       Persons with Disabilities  
 Families with Children       Other ethnic group, religion, etc. (specify) SHA will market to all populations

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**4a. Residency Preference**Is the owner requesting a residency preference? If yes, complete questions 1 through 5. No

If no, proceed to Block 4b.

(1) Type Please Select Type

(2) Is the residency preference area:

The same as the AFHMP housing/expanded housing market area as identified in Block 1e? Please Select Yes or NoThe same as the residency preference area of the local PHA in whose jurisdiction the project is located? Please Select Yes or No

(3) What is the geographic area for the residency preference?

(4) What is the reason for having a residency preference?

(5) How do you plan to periodically evaluate your residency preference to ensure that it is in accordance with the non-discrimination and equal opportunity requirements in 24 CFR 5.105(a)?

Complete and submit Worksheet 2 when requesting a residency preference (see also 24 CFR 5.655(c)(1)) for residency preference requirements. The requirements in 24 CFR 5.655(c)(1) will be used by HUD as guidelines for evaluating residency preferences consistent with the applicable HUD program requirements. See also HUD Occupancy Handbook (4350.3) Chapter 4, Section 4.6 for additional guidance on preferences.

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**4b. Proposed Marketing Activities: Community Contacts**

Complete and submit Worksheet 3 to describe your use of community contacts to market the project to those least likely to apply.

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**4c. Proposed Marketing Activities: Methods of Advertising**

Complete and submit Worksheet 4 to describe your proposed methods of advertising that will be used to market to those least likely to apply. Attach copies of advertisements, radio and television scripts, Internet advertisements, websites, and brochures, etc.

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**5a. Fair Housing Poster**

The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e)). Check below all locations where the Poster will be displayed.

Rental Office     Real Estate Office     Model Unit     Other (specify)

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**5b. Affirmative Fair Housing Marketing Plan**

The AFHMP must be available for public inspection at the sales or rental office (24 CFR 200.625). Check below all locations where the AFHMP will be made available.

Rental Office     Real Estate Office     Model Unit     Other (specify)

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**5c. Project Site Sign**

Project Site Signs, if any, must display in a conspicuous position the HUD approved Equal Housing Opportunity logo, slogan, or statement (24 CFR 200.620(f)). Check below all locations where the Project Site Sign will be displayed. Please submit photos of Project signs.

Rental Office     Real Estate Office     Model Unit     Entrance to Project     Other (specify)

The size of the Project Site Sign will be  x

The Equal Housing Opportunity logo or slogan or statement will be  x

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**6. Evaluation of Marketing Activities**

Explain the evaluation process you will use to determine whether your marketing activities have been successful in attracting individuals least likely to apply, how often you will make this determination, and how you will make decisions about future marketing based on the evaluation process.

Management Agent will bi-annually review the AFHMP and compare it to current residents and waiting list history to determine if marketing activities have generated any responses, applicants, or tenants from the demographic groups identified as those least likely to apply. We will attempt to determine what the reasons are that applicants may not be applying for our housing and if other contacts could be made to market to the lease likely to apply.

**7a. Marketing Staff**

What staff positions are/will be responsible for affirmative marketing?

Director of Housing Programs and Property Manager

**7b. Staff Training and Assessment: AFHMP**

(1) Has staff been trained on the AFHMP?

(2) Has staff been instructed in writing and orally on non-discrimination and fair housing policies as required by 24 CFR 200.620(c)?

(3) If yes, who provides instruction on the AFHMP and Fair Housing Act, and how frequently?

Various industry based conferences and webinars. Existing employees bi-annually and new employees with first year of employment.

(4) Do you periodically assess staff skills on the use of the AFHMP and the application of the Fair Housing Act?

(5) If yes, how and how often?

Annually of performance reviews.

**7c. Tenant Selection Training/Staff**

(1) Has staff been trained on tenant selection in accordance with the project's occupancy policy, including any residency preferences?

(2) What staff positions are/will be responsible for tenant selection?

Director of Housing Programs and Application Specialist

**7d. Staff Instruction/Training:**

Describe AFHM/Fair Housing Act staff training, already provided or to be provided, to whom it was/will be provided, content of training, and the dates of past and anticipated training. Please include copies of any AFHM/Fair Housing staff training materials.

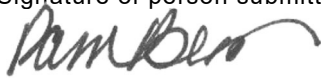
At the time of hire, SHA employees received in house Fair Housing training that includes training on protected classes, discrimination reasonable accommodations, and SHA Fair Housing policies. In addition, annual training on Fair Housing and diversity training is provided/schedules through an on-line training services, SafetyVideos.com.

**8. Additional Considerations** Is there anything else you would like to tell us about your AFHMP to help ensure that your program is marketed to those least likely to apply for housing in your project? Please attach additional sheets, as needed.

**9. Review and Update**

By signing this form, the applicant/respondent agrees to implement its AFHMP, and to review and update its AFHMP in accordance with the instructions to item 9 of this form in order to ensure continued compliance with HUD's Affirmative Fair Housing Marketing Regulations (see 24 CFR Part 200, Subpart M). I hereby certify that all the information stated herein, as well as any information provided in the accompaniment herewith, is true and accurate. Warning: HUD will prosecute false claims and statements. Conviction may result in criminal and/or civil penalties. (See 18 U.S.C. 1001, 1010, 1012; 31 U.S.C. 3729, 3802).

Signature of person submitting this Plan & Date of Submission (mm/dd/yyyy)



Name (type or print)

Pam Benson

Title & Name of Company

Housing Authority of the City of Superior, WI, Executive Director

**For HUD-Office of Housing Use Only**

Reviewing Official:

*Cathie Temple* 04/19/2023

Signature & Date (mm/dd/yyyy)

Name (type or print)

Cathie Temple

Title

Troubled Asset Specialist

**For HUD-Office of Fair Housing and Equal Opportunity Use Only**

Approval

Disapproval

C

**ELVA  
LEWIS**

Digitally signed by: ELVA LEWIS  
DN: CN = ELVA LEWIS C = US O = U.S. Government OU = Department of Housing and Urban Development, Office of Administration  
Date: 2023.05.24 11:57:38 -04'00'

Signature & Date (mm/dd/yyyy)

Name (type or print)

Title

Public reporting burden for this collection of information is estimated to average six (6) hours per initial response, and four (4) hours for updated plans, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. This agency may not collect this information, and you are not required to complete this form, unless it displays a currently valid Office of Management and Budget (OMB) control number.

**Purpose of Form:** All applicants for participation in FHA subsidized and unsubsidized multifamily housing programs with five or more units (see 24 CFR 200.615) must complete this Affirmative Fair Housing Marketing Plan (AFHMP) form as specified in 24 CFR 200.625, and in accordance with the requirements in 24 CFR 200.620. The purpose of this AFHMP is to help applicants offer equal housing opportunities regardless of race, color, national origin, religion, sex, familial status, or disability. The AFHMP helps owners/agents (respondents) effectively market the availability of housing opportunities to individuals of both minority and non-minority groups that are least likely to apply for occupancy. Affirmative fair housing marketing and planning should be part of all new construction, substantial rehabilitation, and existing project marketing and advertising activities.

An AFHM program, as specified in this Plan, shall be in effect for each multifamily project throughout the life of the mortgage (24 CFR 200.620(a)). The AFHMP, once approved by HUD, must be made available for public inspection at the sales or rental offices of the respondent (24 CFR 200.625) and may not be revised without HUD approval. This form contains no questions of a confidential nature.

**Applicability:** The form and worksheets must be completed and submitted by all FHA subsidized and unsubsidized multifamily housing program applicants.

#### **INSTRUCTIONS:**

**Send completed form and worksheets to your local HUD Office, Attention: Director, Office of Housing**

#### **Part 1: Applicant/Respondent and Project**

**Identification.** Blocks 1a, 1b, 1c, 1g, 1h, and 1i are self-explanatory.

Block 1d- Respondents may obtain the Census tract number from the U.S. Census Bureau (<http://factfinder2.census.gov/main.html>) when completing Worksheet One.

Block 1e- Respondents should identify both the housing market area and the expanded housing market area for their multifamily housing projects. Use abbreviations if necessary. A **housing market area** is the area from which a multifamily housing project owner/agent may reasonably expect to draw a substantial number of its tenants. This could be a county or Metropolitan Division. The U.S. Census Bureau provides a range of levels to draw from.

An **expanded housing market area** is a larger geographic area, such as a Metropolitan Division or a Metropolitan Statistical Area, which may provide additional demographic diversity in terms of race, color, national origin, religion, sex, familial status, or disability.

Block 1f- The applicant should complete this block only if a Managing Agent (the agent cannot be the applicant) is implementing the AFHMP.

#### **Part 2: Type of AFHMP**

Block 2a- Respondents should indicate the status of the AFHMP, i.e., initial or updated, as well as the date of the first approved AFHMP. Respondents should also provide the reason (s) for the current update, whether the update is based on the five-year review or due to significant changes in project or local demographics (See instructions for Part 9).

Block 2b- Respondents should identify all groups HUD has approved for occupancy in the subject project, in accordance with the contract, grant, etc.

Block 2c- Respondents should specify the date the project was/will be first occupied.

Block 2d- For new construction and substantial rehabilitation projects, advertising must begin at least 90 days prior to initial occupancy. In the case of existing projects, respondents should indicate whether the advertising will be used to fill existing vacancies, to place individuals on the project's waiting list, or to re-open a closed waiting list. Please indicate how many people are on the waiting list when advertising begins.

### **Part 3 Demographics and Marketing Area.**

"Least likely to apply" means that there is an identifiable presence of a specific demographic group in the housing market area, but members of that group are not likely to apply for the housing without targeted outreach, including marketing materials in other languages for limited English proficient individuals, and alternative formats for persons with disabilities. Reasons for not applying may include, but are not limited to, insufficient information about housing opportunities, language barriers, or transportation impediments.

Block 3a - Using Worksheet 1, the respondent should indicate the demographic composition of the project's residents, current project applicant data, census tract, housing market area, and expanded housing market area. The applicable housing market area and expanded housing market area should be indicated in Block 1e. Compare groups within rows/across columns on Worksheet 1 to identify any under-represented group(s) relative to the surrounding housing market area and expanded housing market area, i.e., those group(s) "least likely to apply" for the housing without targeted outreach and marketing. If there is a particular group or subgroup with members of a protected class that has an identifiable presence in the housing market area, but is not included in Worksheet 1, please specify under "Other."

Respondents should use the most current demographic data from the U.S. Census or another official source such as a local government planning office. Please indicate the source of your data in Part 8 of this form.

Block 3b - Using the information from the completed Worksheet 1, respondents should identify the demographic group(s) least likely to apply for the housing without special outreach efforts by checking all that apply.

### **Part 4 - Marketing Program and Residency Preference (if any).**

Block 4a - A residency preference is a preference for admission of persons who reside or work in a specified geographic area (see 24 CFR 5.655(c)(1)(ii)). Respondents should indicate whether a residency preference is being utilized, and if so, respondents should specify if it is new, revised, or continuing. If a respondent wishes to utilize a residency preference, it must state the preference area (and provide a map delineating the precise area) and state the reason for having such a preference. The respondent must ensure that the preference is in accordance with the non-discrimination and equal opportunity requirements in 24 CFR 5.105(a) (see 24 CFR 5.655(c)(1)).

Respondents should use Worksheet 2 to show how the percentage of the eligible population living or working in the residency preference area compares to that of residents of the project, project applicant data, census tract, housing market area, and expanded housing market area. The percentages would be the same as shown on completed Worksheet 1.

Block 4b - Using Worksheet 3, respondents should describe their use of community contacts to help market the project to those least likely to apply. This table should include the name of a contact person, his/her address, telephone number, previous experience working with the target population(s), the approximate date contact was/will be initiated, and the specific role the community contact will play in assisting with affirmative fair housing marketing or outreach.

Block 4c - Using Worksheet 4, respondents should describe their proposed method(s) of advertising to market to those least likely to apply. This table should identify each media option, the reason for choosing this media, and the language of the advertisement. Alternative format(s) that will be used to reach persons with disabilities, and logo(s) that will appear on the various materials (as well as their size) should be described.

**Please attach a copy of the advertising or marketing material.**

### **Part 5 – Availability of the Fair Housing Poster, AFHMP, and Project Site Sign.**

Block 5a - The Fair Housing Poster must be prominently displayed in all offices in which sale or rental activity takes place (24 CFR 200.620(e)). Respondents should indicate all locations where the Fair Housing Poster will be displayed.

Block 5b -The AFHMP must be available for public inspection at the sales or rental office (24 CFR 200.625). Check all of the locations where the AFHMP will be available.

Block 5c -The Project Site Sign must display in a conspicuous position the HUD-approved Equal Housing Opportunity logo, slogan, or statement (24 CFR 200.620(f)). Respondents should indicate where the Project Site Sign will be displayed, as well as the size of the Sign and the size of the logo, slogan, or statement. **Please submit photographs of project site signs.**

## **Part 6 - Evaluation of Marketing Activities.**

Respondents should explain the evaluation process to be used to determine if they have been successful in attracting those individuals identified as least likely to apply. Respondents should also explain how they will make decisions about future marketing activities based on the evaluations.

## **Part 7- Marketing Staff and Training.**

Block 7a - Respondents should identify staff positions that are/will be responsible for affirmative marketing.

Block 7b - Respondents should indicate whether staff has been trained on the AFHMP and Fair Housing Act.

Please indicate who provides the training and how frequently. In addition, respondents should specify whether they periodically assess staff members' skills in using the AFHMP and in applying the Fair Housing Act. They should state how often they assess employee skills and how they conduct the assessment.

Block 7c - Respondents should indicate whether staff has been trained on tenant selection in accordance with the project's occupancy policy, including residency preferences (if any). Respondents should also identify those staff positions that are/will be responsible for tenant selection.

Block 7d - Respondents should include copies of any written materials related to staff training, and identify the dates of past and anticipated training.

## **Part 8 - Additional Considerations.**

Respondents should describe their efforts not previously mentioned that were/are planned to attract those individuals least likely to apply for the subject housing.

## **Part 9 - Review and Update.**

By signing the respondent assumes responsibility for implementing the AFHMP. Respondents must review their AFHMP every five years or when the local Community Development jurisdiction's Consolidated Plan is updated, or when there are significant changes in the demographics of the project or the local housing market area. When reviewing the plan, the respondent should consider the current demographics of the housing market area to determine if there have been demographic changes in the population in terms of race, color, national origin, religion, sex, familial status, or disability. The respondent will then determine if the population least likely to apply for the housing is still the population identified in the AFHMP, whether the advertising and publicity cited in the current AFHMP are still appropriate, or whether advertising sources should be modified or expanded. Even if the demographics of the housing market area have not changed, the respondent should determine if the outreach currently being performed is reaching those it is intended to reach as measured by project occupancy and applicant data. If not, the AFHMP should be updated. The revised AFHMP must be submitted to HUD for approval. HUD may review whether the affirmative marketing is actually being performed in accordance with the AFHMP. If based on their review, respondents determine the AFHMP does not need to be revised, they should maintain a file documenting what was reviewed, what was found as a result of the review, and why no changes were required. HUD may review this documentation.

## **Notification of Intent to Begin Marketing.**

No later than 90 days prior to the initiation of rental marketing activities, the respondent must submit notification of intent to begin marketing. The notification is required by the AFHMP Compliance Regulations (24 CFR 108.15). The Notification is submitted to the Office of Housing in the HUD Office servicing the locality in which the proposed housing will be located. Upon receipt of the Notification of Intent to Begin Marketing from the applicant, the monitoring office will review any previously approved plan and may schedule a pre-occupancy conference. Such conference will be held prior to initiation of sales/rental marketing activities. At this conference, the previously approved AFHMP will be reviewed with the applicant to determine if the plan, and/or its proposed implementation, requires modification prior to initiation of marketing in order to achieve the objectives of the AFHM regulation and the plan.

OMB approval of the AFHMP includes approval of this notification procedure as part of the AFHMP. The burden hours for such notification are included in the total designated for this AFHMP form.



**Worksheet 1: Determining Demographic Groups Least Likely to Apply for Housing Opportunities**  
**(See AFHMP, Block 3b)**

In the respective columns below, indicate the percentage of demographic groups among the project's residents, current project applicant data, census tract, housing market area, and expanded housing market area (See instructions to Block 1e). If you are a new construction or substantial rehabilitation project and do not have residents or project applicant data, only report information for census tract, housing market area, and expanded market area. The purpose of this information is to identify any under-representation of certain demographic groups in terms of race, color, national origin, religion, sex, familial status, or disability. If there is significant under-representation of any demographic group among project residents or current applicants in relation to the housing/expanded housing market area, then targeted outreach and marketing should be directed towards these individuals least likely to apply. Please indicate under-represented groups in Block 3b of the AFHMP. **Please attach maps showing both the housing market area and the expanded housing market area.**

<b>Demographic Characteristics</b>	<b>Project's Residents</b>	<b>Project's Applicant Data</b>	<b>Census Tract</b>	<b>Housing Market Area</b>	<b>Expanded Housing Market Area</b>
% White	80%	74%	79.2%	90.5%	89.9%
% Black or African American	9%	15%	4.7%	1.7%	1.4%
% Hispanic or Latino	0%	2%	2.6%	2.1%	1.9%
% Asian	0%	1%	2.3%	1.9%	1.1%
% American Indian or Alaskan Native	11%	11%	5.6%	2%	1.8%
% Native Hawaiian or Pacific Islander	0%	0%	0%	0%	0%
% Persons with Disabilities	18%	24%	22%	11.9%	14.6%
% Families with Children under the age of 18	31%	69%	22%	20.2%	24.7%
Other (specify)					

Worksheet 2: Establishing a Residency Preference Area (See AFHMP, Block 4a)

Complete this Worksheet if you wish to continue, revise, or add a residency preference, which is a preference for admission of persons who reside or work in a specified geographic area (see 24 CFR 5.655(c)(1)(ii)). If a residency preference is utilized, the preference must be in accordance with the non-discrimination and equal opportunity requirements contained in 24 CFR 5.105(a). This Worksheet will help show how the percentage of the population in the residency preference area compares to the demographics of the project's residents, applicant data, census tract, housing market area, and expanded housing market area. **Please attach a map clearly delineating the residency preference geographical area.**

Demographic Characteristics	Project's Residents (as determined in Worksheet 1)	Project's Applicant Data (as determined in Worksheet 1)	Census Tract (as determined in Worksheet 1)	Housing Market Area (as determined in Worksheet 1)	Expanded Housing Market Area (as determined in Worksheet 1)	Residency Preference Area (if applicable)
% White						
% Black or African American						
% Hispanic or Latino						
% Asian						
% American Indian or Alaskan Native						
% Native Hawaiian or Pacific Islander						
% Persons with Disabilities						
% Families with Children under the age of 18						
Other (specify)						

Worksheet 3: Proposed Marketing Activities –Community Contacts (See AFHMP, Block 4b)

For each targeted marketing population designated as least likely to apply in Block 3b, identify at least one community contact organization you will use to facilitate outreach to the particular population group. This could be a social service agency, religious body, advocacy group, community center, etc. State the names of contact persons, their addresses, their telephone numbers, their previous experience working with the target population, the approximate date contact was/will be initiated, and the specific role they will play in assisting with the affirmative fair housing marketing. Please attach additional pages if necessary.

Targeted Population(s)	Community Contact(s), including required information noted above.
All Populations	Northwest Wisconsin Community Services Agency, Inc., Millie Rounsville, 1118 Tower Ave, Superior, WI 54880, 715-392-5127, NWCSA has over 50 years of experience with service provision to low income households, including coordinated entry and affordable & transitional housing. NWCSA will be contacted in May 2023 to provide info on Bayview to their clients.
All Populations	Tri Lakes Community Center, Kathy Lisdahl, 7872 South County Road A, Superior, WI 54880, 715-399-8282. The Tri Lakes Community Center's mission is to better the quality of life within the Tri Lakes community. Tri lakes Community Ceneter will be contacted in May 2023 to provide information on Bayview at the Community Center.

Worksheet 4: Proposed Marketing Activities – Methods of Advertising (See AFHMP, Block 4c)

Complete the following table by identifying your targeted marketing population(s), as indicated in Block 3b, as well as the methods of advertising that will be used to market to that population. For each targeted population, state the means of advertising that you will use as applicable to that group and the reason for choosing this media. In each block, in addition to specifying the media that will be used (e.g., name of newspaper, television station, website, location of bulletin board, etc.) state any language(s) in which the material will be provided, identify any alternative format(s) to be used (e.g. Braille, large print, etc.), and specify the logo(s) (as well as size) that will appear on the various materials. Attach additional pages, if necessary, for further explanation. Please attach a copy of the advertising or marketing material.

Targeted Population(s)→ Methods of Advertising ↓	Targeted Population:	Targeted Population:	Targeted Population:
<b>Newspaper(s)</b>			
<b>Radio Station(s)</b>			
<b>TV Station(s)</b>			
<b>Electronic Media</b>	superiorhousing.org, english & spanish, EO logo	craigslist.org, english & spanish, EO logo	
website			
<b>Bulletin Boards</b>			
<b>Brochures, Notices, Flyers</b>	general, will include EO logo		
brochures/flyers			
<b>Other (specify)</b>	general, will include EO logo		
General Community Contacts			

# Fair Housing Training

# Sample Advertising

# Sample Site Sign



**PRODUCTION DRAWING**

**PRODUCT CODE:** ASI Legacy Wall Mount Series  
**OVERALL SIZE:** 29" x 48"

**A** 1" Deep Fabricated Aluminum Panel, Painted SC-901 White, face and returns

Full coverage applied digital print on white vinyl, Exterior grade laminate, Applied 1st Surface, PMS-7687C Blue & PMS-7510C Gold

ITC Benguiat Std Bold & Book, Inc./#, Black, White

(2) Logos, Black

**MOUNTING:** Mechanically Mount Aluminum Panel to Wall Surface w/ L-Brackets

**COLOR SCHEDULE**

- SC-901 White
- PMS 7687C Blue
- PMS 7510C Gold
- SC-905 Black

**Customer:** Housing Authority of Elgin  
**Location:** Default Location  
**Standard Sign Types**  
**Designer:** ANLaRue **SC/PM:** das/gls  
**Date:** 07.07.18 **Original Task:** 67725  
 PD Review by: acp 07.09.18  
 r2: 07/27/18 ACPanada (#68916)  
 r3: 08.28.18 edp (#9796-New ST)  
 r4: 09.07.18 edp (#70876-Updates)  
 r5: 09/24/18 ACPanada (#71462)  
 ST\_E20.2\_WallMountPanel.ai

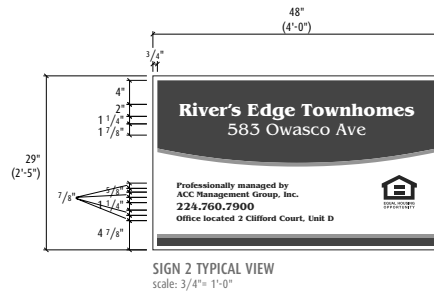
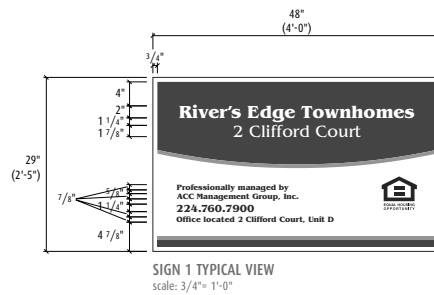
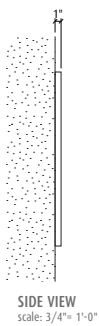
**Client Approval:**

- Approved  Approved as noted
- Revise and resubmit

SIGN: \_\_\_\_\_ DATE: \_\_\_\_\_

**E20.2**

DRAWING/SIGN TYPE



Denver, Colorado    Chicago, Illinois    Grinnell, Iowa    Des Moines, Iowa    Iowa City, Iowa    Omaha, Nebraska

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# Census Data and Maps



**DP05** ACS DEMOGRAPHIC AND HOUSING ESTIMATES

2020: ACS 5-Year Estimates Data Profiles

Census Tract 203, Douglas County, Wisconsin				
Label	Estimate	Margin of Error	Percent	Percent Margin of Error
Native Hawaiian and Other Pacific Islan...	30	±32	1.1%	±1.2
Some other race	17	±25	0.6%	±1.0
<b>▼ HISPANIC OR LATINO AND RACE</b>				
▼ Total population	2,643	±286	2,643	(X)
▼ Hispanic or Latino (of any race)	70	±50	2.6%	±1.9
Mexican	22	±23	0.8%	±0.8
Puerto Rican	0	±9	0.0%	±0.8
Cuban	0	±9	0.0%	±0.8
Other Hispanic or Latino	48	±49	1.8%	±1.9
▼ Not Hispanic or Latino	2,573	±289	97.4%	±1.9
White alone	2,047	±246	77.4%	±7.1
Black or African American alone	123	±89	4.7%	±3.3
American Indian and Alaska Native ...	147	±136	5.6%	±4.9
Asian alone	62	±69	2.3%	±2.6
Native Hawaiian and Other Pacific I...	0	±9	0.0%	±0.8
Some other race alone	0	±9	0.0%	±0.8
▼ Two or more races	194	±91	7.3%	±3.4
Two races including Some other...	0	±9	0.0%	±0.8
Two races excluding Some othe...	194	±91	7.3%	±3.4
Total housing units	1,396	±167	(X)	(X)

**S1810** DISABILITY CHARACTERISTICS

2020: ACS 5-Year Estimates Subject Tables

Census Tract 203, Douglas County, Wisconsin						
Label	Total		With a disability		Percent with a disability	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
▼ Total civilian noninstitutionalized population	2,440	±285	537	±164	22.0%	±6.3
▼ SEX						
Male	1,209	±176	256	±95	21.2%	±7.5
Female	1,231	±202	281	±119	22.8%	±8.3
▼ RACE AND HISPANIC OR LATINO ORIGIN						
White alone	1,960	±249	440	±132	22.4%	±6.1
Black or African American alone	66	±85	26	±45	39.4%	±42.7
American Indian and Alaska Native alone	140	±136	30	±36	21.4%	±33.5
Asian alone	62	±69	0	±9	0.0%	±27.0
Native Hawaiian and Other Pacific Islander alone	0	±9	0	±9	-	**
Some other race alone	14	±20	0	±9	0.0%	±62.2
Two or more races	198	±89	41	±36	20.7%	±18.5
White alone, not Hispanic or Latino	1,921	±252	440	±132	22.9%	±6.2
Hispanic or Latino (of any race)	64	±48	8	±13	12.5%	±25.7

**S1101** HOUSEHOLDS AND FAMILIES

2020: ACS 5-Year Estimates Subject Tables

Notes | 
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 Surveys | 
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Census Tract 203, Douglas County, Wisconsin		
Total		
Label	Estimate	Margin of Error
▼ HOUSEHOLDS		
Total households	1,263	±166
Average household size	1.93	±0.20
▼ FAMILIES		
Total families	483	±96
Average family size	2.69	±0.30
▼ AGE OF OWN CHILDREN		
▼ Households with own children of the householder under 18 years	267	±76
Under 6 years only	24.0%	±17.5
Under 6 years and 6 to 17 years	13.9%	±15.1
6 to 17 years only	62.2%	±19.8



**QuickFacts**  
**Superior city, Wisconsin**

What's New & FAQs >

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

-- Select a fact --
CLEAR
TABLE
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MORE

All Topics	Superior city, Wisconsin
<b>Population Estimates, July 1 2021, (V2021)</b>	<b>26,561</b>
<b>PEOPLE</b>	
<b>Population</b>	
<b>Population Estimates, July 1 2021, (V2021)</b>	<b>26,561</b>
Population estimates base, April 1, 2020, (V2021)	26,722
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	-0.6%
Population, Census, April 1, 2020	26,751
Population, Census, April 1, 2010	27,244
<b>Age and Sex</b>	
Persons under 5 years, percent	5.0%
Persons under 18 years, percent	20.2%
Persons 65 years and over, percent	15.7%
Female persons, percent	51.4%
<b>Race and Hispanic Origin</b>	
White alone, percent	90.5%
Black or African American alone, percent (a)	1.7%
American Indian and Alaska Native alone, percent (a)	2.0%
Asian alone, percent (a)	1.9%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.0%
Two or More Races, percent	3.7%
Hispanic or Latino, percent (b)	2.1%
White alone, not Hispanic or Latino, percent	88.9%
<b>Population Characteristics</b>	

	WISCONSIN
<b>Population Estimates, July 1 2021, (V2021)</b>	<b>26,561</b>
<b>Population Characteristics</b>	
Veterans, 2016-2020	1,603
Foreign born persons, percent, 2016-2020	3.4%
<b>Housing</b>	
Housing units, July 1, 2021, (V2021)	X
Owner-occupied housing unit rate, 2016-2020	56.2%
Median value of owner-occupied housing units, 2016-2020	\$125,400
Median selected monthly owner costs -with a mortgage, 2016-2020	\$1,119
Median selected monthly owner costs -without a mortgage, 2016-2020	\$548
Median gross rent, 2016-2020	\$773
Building permits, 2021	X
<b>Families &amp; Living Arrangements</b>	
Households, 2016-2020	11,726
Persons per household, 2016-2020	2.15
Living in same house 1 year ago, percent of persons age 1 year+, 2016-2020	82.1%
Language other than English spoken at home, percent of persons age 5 years+, 2016-2020	3.6%
<b>Computer and Internet Use</b>	
Households with a computer, percent, 2016-2020	90.2%
Households with a broadband Internet subscription, percent, 2016-2020	80.9%
<b>Education</b>	
High school graduate or higher, percent of persons age 25 years+, 2016-2020	92.7%
Bachelor's degree or higher, percent of persons age 25 years+, 2016-2020	25.5%
<b>Health</b>	
With a disability, under age 65 years, percent, 2016-2020	11.5%
Persons without health insurance, under age 65 years, percent	7.6%
<b>Economy</b>	
In civilian labor force, total, percent of population age 16 years+, 2016-2020	66.1%
In civilian labor force, female, percent of population age 16 years+, 2016-2020	64.4%
Total accommodation and food services sales, 2017 (\$1,000) (c)	62,080
Total health care and social assistance receipts/revenue, 2017 (\$1,000) (c)	127,579
Total transportation and warehousing receipts/revenue, 2017 (\$1,000) (c)	580,663
Total retail sales, 2017 (\$1,000) (c)	591,550
Total retail sales per capita, 2017 (c)	\$22,478

**DP05** | ACS DEMOGRAPHIC AND HOUSING ESTIMATES

2021: ACS 1-Year Estimates Data Profiles ▾

Duluth, MN-WI Metro Area				
Label	Estimate	Margin of Error	Percent	Percent Margin of Error
▶ SEX AND AGE				
▼ RACE				
▼ Total population	292,285	±693	292,285	(X)
One race	277,591	±1,490	95.0%	±0.5
Two or more races	14,694	±1,454	5.0%	±0.5
▼ One race	277,591	±1,490	95.0%	±0.5
White	262,767	±1,272	89.9%	±0.4
Black or African American	4,094	±048	1.4%	±0.3
▼ American Indian and Alaska Native	5,176	±700	1.8%	±0.3
Cherokee tribal grouping	N	N	N	N
Chippewa tribal grouping	N	N	N	N
Navajo tribal grouping	N	N	N	N
Sioux tribal grouping	N	N	N	N
▼ Asian	3,104	±376	1.1%	±0.1
Asian Indian	705	±517	0.3%	±0.2
Chinese	460	±356	0.2%	±0.1
Filipino	341	±240	0.1%	±0.1
Japanese	170	±149	0.1%	±0.1
Korean	161	±117	0.1%	±0.1
Vietnamese	440	±299	0.2%	±0.1
Other Asian	737	±420	0.3%	±0.1

American Community Survey

**DP05** ACS DEMOGRAPHIC AND HOUSING ESTIMATES

2021: ACS 1-Year Estimates Data Profiles

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Transpose
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ZIP
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Map

Duluth, MN-WI Metro Area					
Label	Estimate	Margin of Error	Percent	Percent Margin of Error	
▼ Native Hawaiian and Other Pacific I...	0	±210	0.0%	±0.1	
Native Hawaiian	N	N	N	N	
Chamorro	N	N	N	N	
Samoan	N	N	N	N	
Other Pacific Islander	N	N	N	N	
Some other race	2,450	±1,207	0.8%	±0.4	
▼ Two or more races	14,694	±1,454	5.0%	±0.5	
White and Black or African American	1,993	±882	0.7%	±0.3	
White and American Indian and Alas...	6,024	±845	2.1%	±0.3	
White and Asian	1,217	±400	0.4%	±0.1	
Black or African American and Ame...	298	±178	0.1%	±0.1	
▼ Race alone or in combination with one or mor...					
▼ Total population	292,285	±693	292,285	(X)	
White	270,889	±1,073	94.7%	±0.5	
Black or African American	6,794	±479	2.3%	±0.2	
American Indian and Alaska Native	11,971	±717	4.1%	±0.2	
Asian	4,556	±318	1.6%	±0.1	
Native Hawaiian and Other Pacific Islan...	346	±316	0.1%	±0.1	
Some other race	6,803	±1,347	2.3%	±0.5	
▼ HISPANIC OR LATINO AND RACE					
▼ Total population	292,285	±693	292,285	(X)	
▼ Hispanic or Latino (of any race)	5,467	±118	1.9%	±0.1	
Mexican	2,832	±853	1.0%	±0.3	



**DP05** | ACS DEMOGRAPHIC AND HOUSING ESTIMATES

2021: ACS 1-Year Estimates Data Profiles

Duluth, MN-WI Metro Area					
Label	Estimate	Margin of Error	Percent	Percent Margin of Error	
Black or African American	5,794	+479	2.3%	+0.2	
American Indian and Alaska Native	11,971	+717	4.1%	+0.2	
Asian	4,556	+318	1.6%	+0.1	
Native Hawaiian and Other Pacific Islander	316	+316	0.1%	+0.1	
Some other race	6,803	+1,347	2.3%	+0.5	
<b>HISPANIC OR LATINO AND RACE</b>					
Total population	292,285	+693	292,285	(X)	
Hispanic or Latino (of any race)	5,467	+118	1.9%	+0.1	
Mexican	2,832	+853	1.0%	+0.3	
Puerto Rican	207	+212	0.1%	+0.1	
Cuban	0	+210	0.0%	+0.1	
Other Hispanic or Latino	2,428	+954	0.8%	+0.3	
Not Hispanic or Latino	286,818	+677	98.1%	+0.1	
White alone	261,821	+1,215	89.6%	+0.4	
Black or African American alone	4,094	+948	1.4%	+0.3	
American Indian and Alaska Native alone	4,636	+708	1.6%	+0.2	
Asian alone	3,104	+376	1.1%	+0.1	
Native Hawaiian and Other Pacific Islander alone	0	+210	0.0%	+0.1	
Some other race alone	1,368	+1,034	0.5%	+0.4	
Two or more races	11,795	+1,299	4.0%	+0.4	
Two races including Some other race	1,704	+560	0.6%	+0.2	
Two races excluding Some other race	10,091	+1,211	3.5%	+0.4	
Total housing units	150,938	+1,296	(X)	(X)	

**S1810** | DISABILITY CHARACTERISTICS

2021: ACS 1-Year Estimates Subject Tables

Duluth, MN-WI Metro Area							
Label	Total		With a disability		Percent with a disability		
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error	
Total civilian noninstitutionalized population	286,865	+1,292	41,891	+2,894	14.6%	+1.0	
<b>SEX</b>							
Male	144,557	+1,260	21,838	+2,174	15.1%	+1.5	
Female	142,308	+903	20,053	+1,685	14.1%	+1.2	
<b>RACE AND HISPANIC OR LATINO ORIGIN</b>							
White alone	258,914	+1,594	37,876	+2,734	14.6%	+1.1	
Black or African American alone	3,338	+866	589	+398	17.6%	+10.8	
American Indian and Alaska Native alone	4,795	+853	1,123	+381	23.4%	+6.8	
Asian alone	N	N	N	N	N	N	
Native Hawaiian and Other Pacific Islander alone	N	N	N	N	N	N	
Some other race alone	N	N	N	N	N	N	
Two or more races	14,445	+1,435	2,100	+532	14.5%	+3.9	
White alone, not Hispanic or Latino	258,097	+1,515	37,629	+2,719	14.6%	+1.1	
Hispanic or Latino (of any race)	5,077	+272	819	+387	16.1%	+7.4	

# S1101 | HOUSEHOLDS AND FAMILIES

2021: ACS 1-Year Estimates Subject Tables

<span>Notes</span>   <span>Geos</span>   <span>Years</span>   <span>Topics</span>   <span>Surveys</span>   <span>Codes</span>   <span>Hide</span>   <span>Transpose</span>   <span>Margin of Error</span>   <span>Restore</span>   <span>Excel</span>   <span>CSV</span>   <span>ZIP</span>   <span>Print</span>   <span>Map</span>			
		<b>Duluth, MN-WI Metro Area</b>	
		<b>Total</b>	
Label	Estimate	Margin of Error	
▼ HOUSEHOLDS			
Total households	124,996	±2,346	
Average household size	2.23	±0.04	
▼ FAMILIES			
Total families	71,658	±2,155	
Average family size	2.79	±0.07	
▼ AGE OF OWN CHILDREN			
▼ Households with own children of the householder under 18 years	27,976	±1,743	
Under 6 years only	21.9%	±3.2	
Under 6 years and 6 to 17 years	19.1%	±3.2	
6 to 17 years only	59.0%	±4.0	
▼ Total households	124,996	±2,346	
> SELECTED HOUSEHOLDS BY TYPE			
> UNITS IN STRUCTURE			
> HOUSING TENURE			

American Community Survey

**DP05** ACS DEMOGRAPHIC AND HOUSING ESTIMATES

2021: ACS 1-Year Estimates Data Profiles

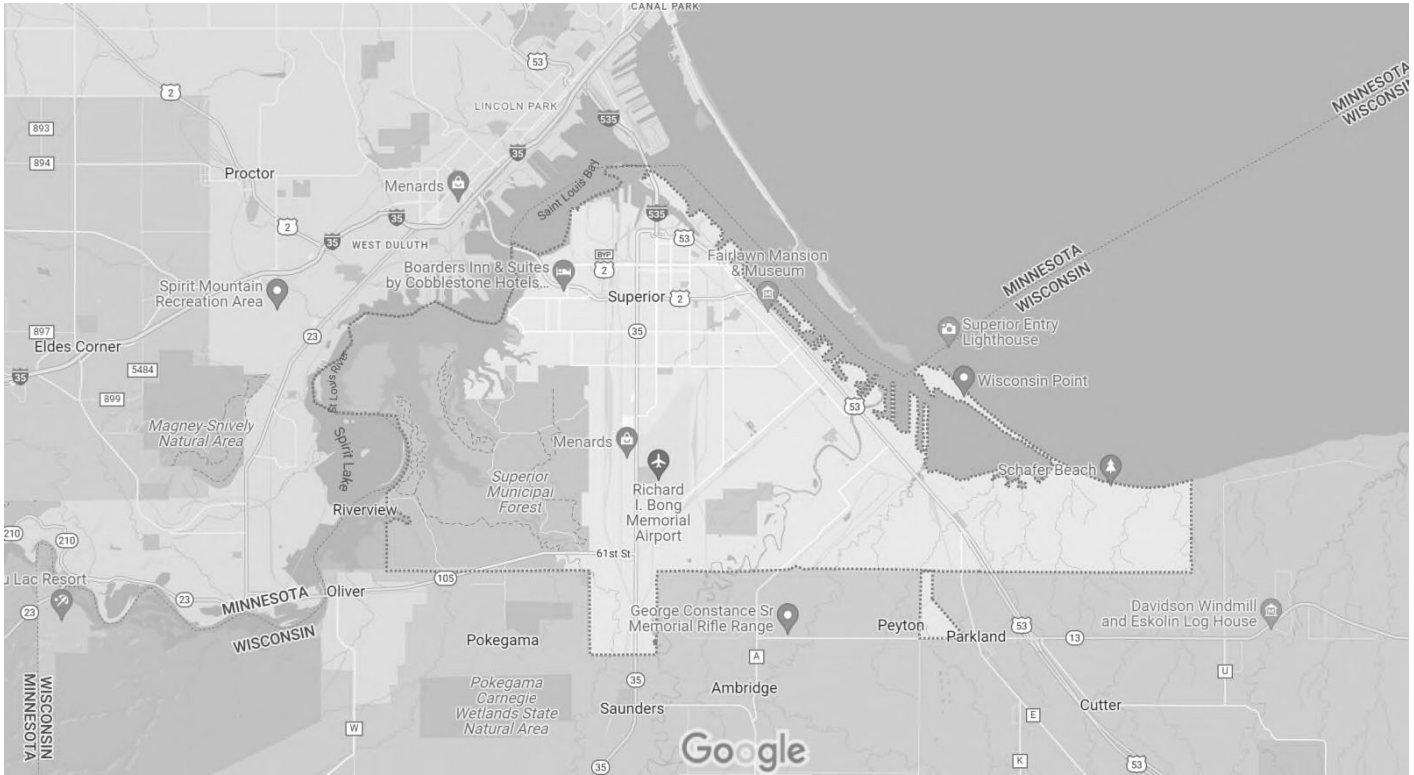
Notes Geos Years Topics Surveys Codes Hide Transpose Margin of Error Restore Excel CSV ZIP Print Map

Duluth, MN-WI Metro Area					
Label	Estimate	Margin of Error	Percent	Percent Margin of Error	
▼ Native Hawaiian and Other Pacific I...	0	±210	0.0%	±0.1	
Native Hawaiian	N	N	N	N	
Chamorro	N	N	N	N	
Samoan	N	N	N	N	
Other Pacific Islander	N	N	N	N	
Some other race	2,450	±1,207	0.8%	±0.4	
▼ Two or more races	14,694	±1,454	5.0%	±0.5	
White and Black or African American	1,993	±882	0.7%	±0.3	
White and American Indian and Alas...	6,024	±845	2.1%	±0.3	
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▼ Total population	292,285	±693	292,285	(X)	
White	270,889	±1,073	94.7%	±0.5	
Black or African American	6,794	±479	2.3%	±0.2	
American Indian and Alaska Native	11,971	±717	4.1%	±0.2	
Asian	4,556	±318	1.6%	±0.1	
Native Hawaiian and Other Pacific Islan...	346	±316	0.1%	±0.1	
Some other race	6,803	±1,347	2.3%	±0.5	
▼ HISPANIC OR LATINO AND RACE					
▼ Total population	292,285	±693	292,285	(X)	
▼ Hispanic or Latino (of any race)	5,467	±118	1.9%	±0.1	
Mexican	2,832	±853	1.0%	±0.3	



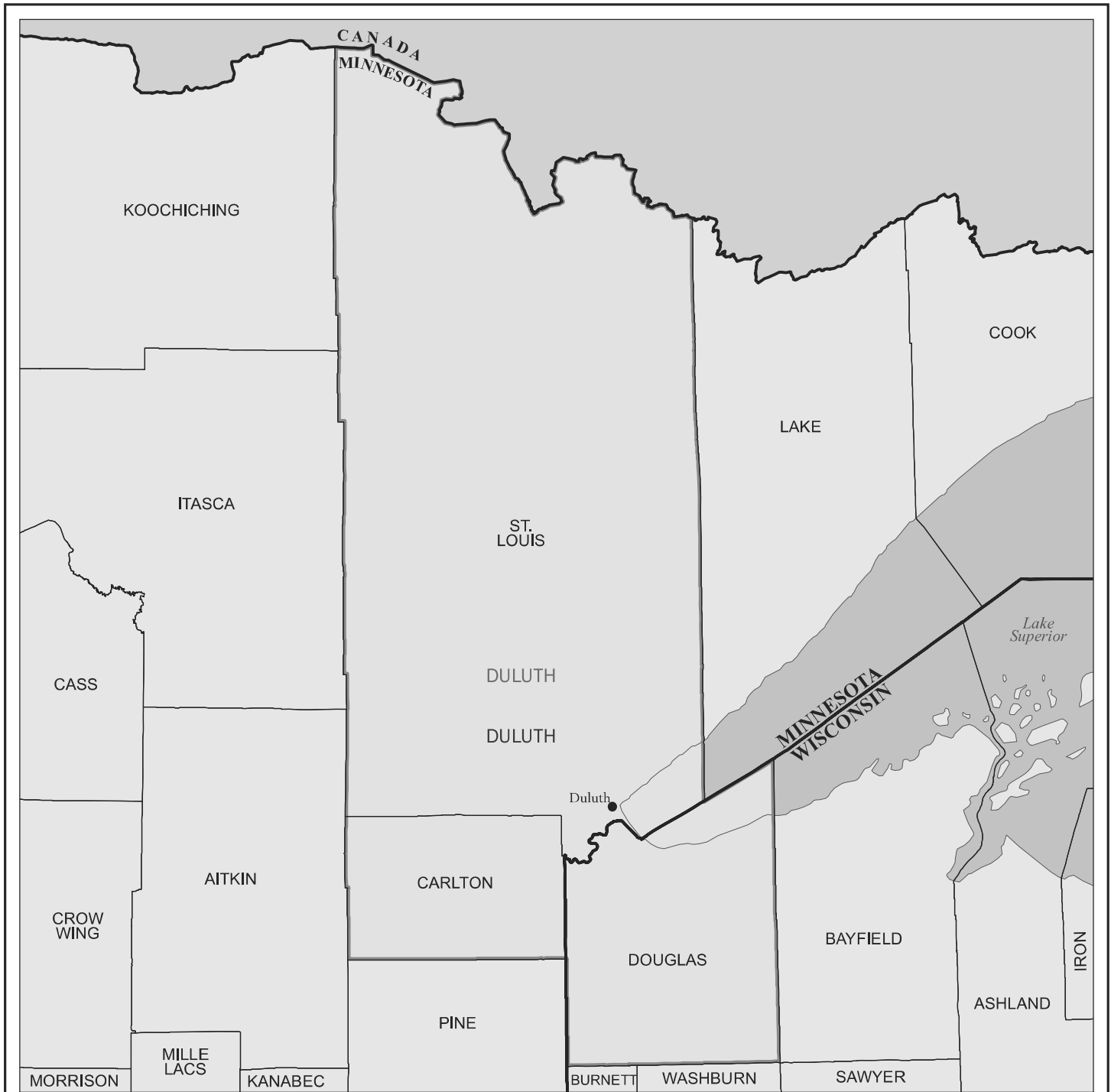
# Superior

## Housing Market Area



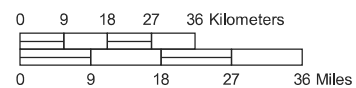
Map data ©2022 1 mi

# Duluth, MN-WI Metropolitan Statistical Area



## LEGEND

- DULUTH  2012 Metropolitan Statistical Area
- Duluth  2012 Principal City
- DULUTH  2007 Metropolitan Statistical Area
- MINNESOTA  State or Statistical Equivalent
- PINE  County or Statistical Equivalent



2012 Metropolitan/Micropolitan Statistical Area (CBSA) boundaries and names are as of February 2013. 2007 Metropolitan/Micropolitan Statistical Area (CBSA) boundaries and names are as of December 2006. All other boundaries and names are as of January 2012.