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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)

1a. Project Name & Address (including City, County, State & Zip Code) Catlin Court Apartments 502-624 Catlin Avenue 501-532 Spirit Street 602-620 Sweetser Street 501-621 Carter Lane 602-624 North 5th Street 601-624 Redwood Avenue 501-524 Greenwood Avenue Superior, Douglas County, Wisconsin 54880	1b. Project Contract Number WI001000002B	1c. No. of Units 136
1d. Census Tract 211		
1e. Housing/Expanded Housing Market Area Housing Market Area: City of Superior 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
 Catlin 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)

3a. Demographics of Project and Housing Market Area

Complete and submit Worksheet 1.

3b. Targeted Marketing ActivityBased 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)

4a. Residency PreferenceIs the owner requesting a residency preference? If yes, complete questions 1 through 5.

If no, proceed to Block 4b.

(1) Type

(2) Is the residency preference area:

The same as the AFHMP housing/expanded housing market area as identified in Block 1e? The same as the residency preference area of the local PHA in whose jurisdiction the project is located?

(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.

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.

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.

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)

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)

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

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? Yes

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

(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? Yes

(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?

Yes

(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

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 10:59:59 -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.**

Demographic Characteristics	Project's Residents	Project's Applicant Data	Census Tract	Housing Market Area	Expanded Housing Market Area
% White	80	74	78.5%	90.5%	89.9%
% Black or African American	9	15	5.1%	1.7%	1.4%
% Hispanic or Latino	0	2	1.7%	2.1%	1.9%
% Asian	0	1	1.9%	1.9%	1.1%
% American Indian or Alaskan Native	11	11	0%	2%	1.8%
% Native Hawaiian or Pacific Islander	0	0	0%	0%	0%
% Persons with Disabilities	18	24	18.4%	11.9%	14.612.5%
% Families with Children under the age of 18	31	69	24%	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 Catlin 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 Catlin at the Community Center.
Asian	
American Indian or Alaskan Native	
Native Hawaiian or Pacific Islander	

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:
Newspaper(s)			
Radio Station(s)			
TV Station(s)			
Electronic Media	superiorhousing.org, english & spanish, EO logo	craigslist.org, english & spanish, EO logo	
website			
Bulletin Boards			
Brochures, Notices, Flyers	general, will Include EO logo		
brochures/flyers			
Other (specify)	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

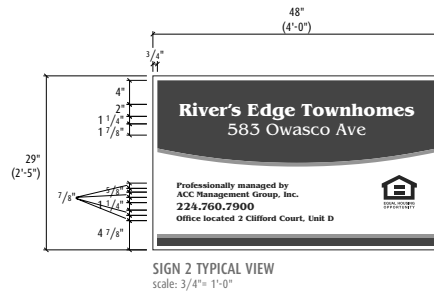
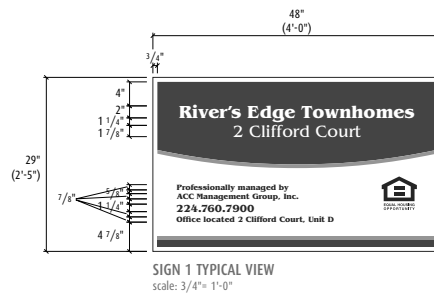
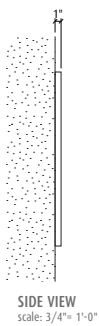
Client Approval:

- 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

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

Census Tract 211, Douglas County, Wisconsin				
Label	Estimate	Margin of Error	Percent	Percent Margin of Error
> SEX AND AGE				
▼ RACE				
▼ Total population	2,256	±343	2,256	(X)
One race	2,116	±323	93.8%	±5.2
Two or more races	140	±123	6.2%	±5.2
▼ One race	2,116	±323	93.8%	±5.2
White	1,772	±337	78.5%	±7.6
Black or African American	115	±109	5.1%	±4.9
▼ American Indian and Alaska Native	229	±138	10.2%	±6.2
Cherokee tribal grouping	0	±9	0.0%	±0.9
Chippewa tribal grouping	184	±109	8.2%	±4.9
Navajo tribal grouping	0	±9	0.0%	±0.9
Sioux tribal grouping	0	±9	0.0%	±0.9
▼ Asian	0	±9	0.0%	±0.9
Asian Indian	0	±9	0.0%	±0.9
Chinese	0	±9	0.0%	±0.9
Filipino	0	±9	0.0%	±0.9
Japanese	0	±9	0.0%	±0.9
Korean	0	±9	0.0%	±0.9
Vietnamese	0	±9	0.0%	±0.9
Other Asian	0	±9	0.0%	±0.9

DP05 | ACS DEMOGRAPHIC AND HOUSING ESTIMATES

2020: ACS 5-Year Estimates Data Profiles

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

Census Tract 211, Douglas County, Wisconsin				
Label	Estimate	Margin of Error	Percent	Percent Margin of Error
▼ Native Hawaiian and Other Pacific I...	0	±9	0.0%	±0.9
Native Hawaiian	0	±9	0.0%	±0.9
Chamorro	0	±9	0.0%	±0.9
Samoan	0	±9	0.0%	±0.9
Other Pacific Islander	0	±9	0.0%	±0.9
Some other race	0	±9	0.0%	±0.9
▼ Two or more races	140	±123	6.2%	±5.2
White and Black or African American	34	±48	1.5%	±2.1
White and American Indian and Alas...	91	±61	4.0%	±2.7
White and Asian	0	±9	0.0%	±0.9
Black or African American and Ame...	0	±9	0.0%	±0.9
▼ Race alone or in combination with one or mor...				
▼ Total population	2,256	±343	2,256	(X)
White	1,912	±371	84.8%	±7.5
Black or African American	164	±111	7.3%	±4.8
American Indian and Alaska Native	335	±152	14.8%	±6.6
Asian	0	±9	0.0%	±0.9
Native Hawaiian and Other Pacific Islan...	0	±9	0.0%	±0.9
Some other race	0	±9	0.0%	±0.9

DP05 | ACS DEMOGRAPHIC AND HOUSING ESTIMATES

2020: ACS 5-Year Estimates Data Profiles

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

Census Tract 211, Douglas County, Wisconsin				
Label	Estimate	Margin of Error	Percent	Percent Margin of Error
Black or African American	104	±111	7.3%	±4.8
American Indian and Alaska Native	335	±152	14.8%	±6.6
Asian	0	±9	0.0%	±0.9
Native Hawaiian and Other Pacific Island...	0	±9	0.0%	±0.9
Some other race	0	±9	0.0%	±0.9
▼ HISPANIC OR LATINO AND RACE				
▼ Total population	2,256	±343	2,256	(X)
▼ Hispanic or Latino (of any race)	38	±58	1.7%	±2.6
Mexican	14	±25	0.6%	±1.1
Puerto Rican	3	±8	0.1%	±0.4
Cuban	0	±9	0.0%	±0.9
Other Hispanic or Latino	21	±33	0.9%	±1.5
▼ Not Hispanic or Latino	2,218	±343	98.3%	±2.6
White alone	1,737	±339	77.0%	±8.1
Black or African American alone	112	±109	5.0%	±4.9
American Indian and Alaska Native ...	229	±138	10.2%	±6.2
Asian alone	0	±9	0.0%	±0.9
Native Hawaiian and Other Pacific I...	0	±9	0.0%	±0.9
Some other race alone	0	±9	0.0%	±0.9
▼ Two or more races	140	±123	6.2%	±5.2
Two races including Some other...	0	±9	0.0%	±0.9
Two races excluding Some othe...	140	±123	6.2%	±5.2
Total housing units	1,136	±110	(X)	(X)

S1810 | DISABILITY CHARACTERISTICS

2020: ACS 5-Year Estimates Subject Tables

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

Census Tract 211, 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	2,256	±343	414	±140	18.4%	±6.5
▼ SEX						
Male	1,268	±246	219	±109	17.3%	±8.7
Female	987	±189	195	±65	19.8%	±6.4
▼ RACE AND HISPANIC OR LATINO ORIGIN						
White alone	1,772	±337	325	±118	18.3%	±6.7
Black or African American alone	115	±109	3	±8	2.6%	±9.1
American Indian and Alaska Native alone	229	±138	41	±41	17.9%	±17.2
Asian alone	0	±9	0	±9	-	**
Native Hawaiian and Other Pacific Islander alone	0	±9	0	±9	-	**
Some other race alone	0	±9	0	±9	-	**
Two or more races	140	±123	45	±72	32.1%	±30.2
White alone, not Hispanic or Latino	1,737	±339	316	±118	18.2%	±6.8
Hispanic or Latino (of any race)	38	±58	12	±18	31.6%	±26.7
> AGE						
> DISABILITY TYPE BY DETAILED AGE						



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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All Topics	Superior city, Wisconsin
Population Estimates, July 1 2021, (V2021)	26,561
PEOPLE	
Population	
Population Estimates, July 1 2021, (V2021)	26,561
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
Age and Sex	
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%
Race and Hispanic Origin	
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%
Population Characteristics	

	WISCONSIN
Population Estimates, July 1 2021, (V2021)	26,561
Population Characteristics	
Veterans, 2016-2020	1,603
Foreign born persons, percent, 2016-2020	3.4%
Housing	
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
Families & Living Arrangements	
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%
Computer and Internet Use	
Households with a computer, percent, 2016-2020	90.2%
Households with a broadband Internet subscription, percent, 2016-2020	80.9%
Education	
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%
Health	
With a disability, under age 65 years, percent, 2016-2020	11.5%
Persons without health insurance, under age 65 years, percent	7.6%
Economy	
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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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	
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	
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	
SEX							
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	
RACE AND HISPANIC OR LATINO ORIGIN							
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

Notes Geos Years Topics Surveys Codes Hide Transpose Margin of Error Restore Excel CSV ZIP Print Map			
		Duluth, MN-WI Metro Area	
		Total	
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

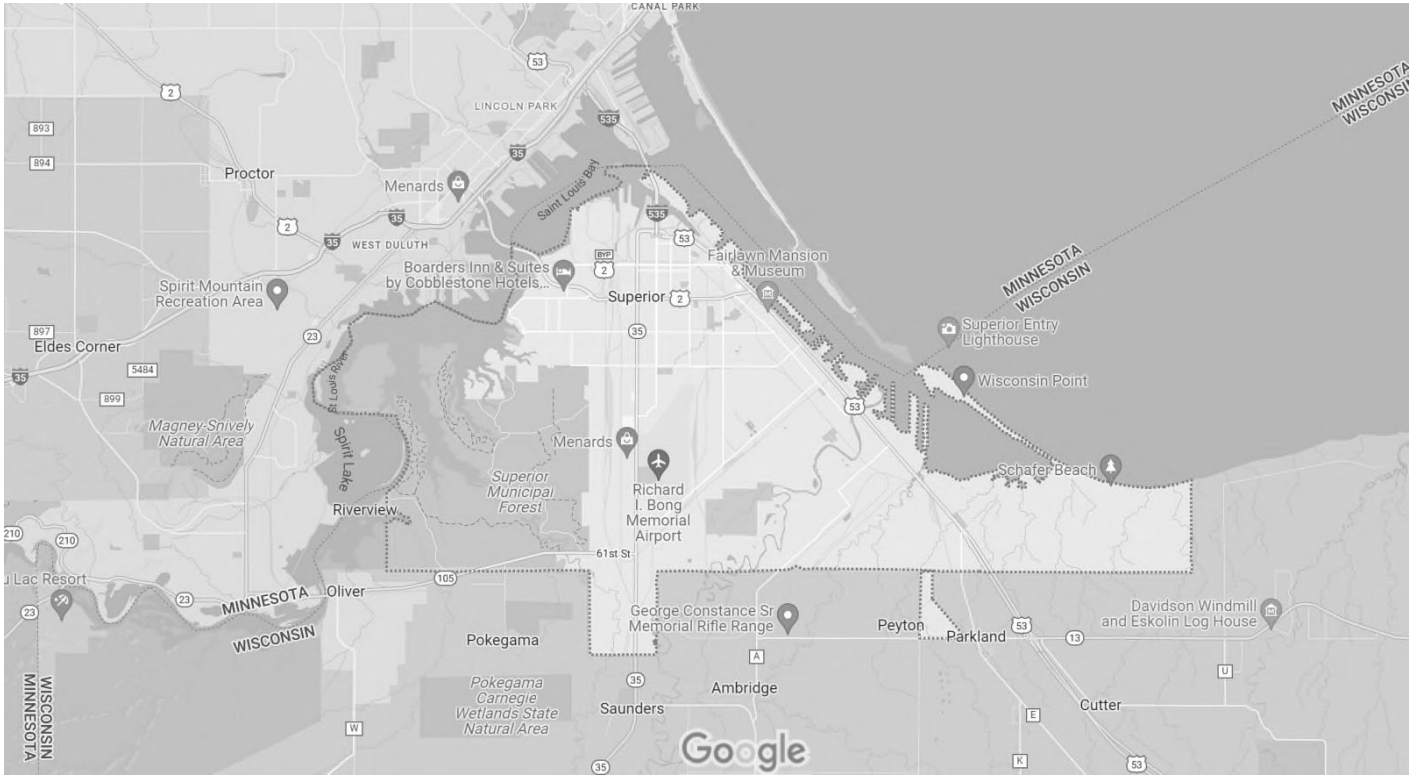
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Duluth, MN-WI Metro Area					
Label	Estimate	Margin of Error	Percent	Percent Margin of Error	
▼ Native Hawaiian and Other Pacific I...	0	±210	0.0%	±0.1	
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Chamorro	N	N	N	N	
Samoan	N	N	N	N	
Other Pacific 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	
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Asian	4,556	±318	1.6%	±0.1	
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Some other race	6,803	±1,347	2.3%	±0.5	
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▼ Hispanic or Latino (of any race)	5,467	±118	1.9%	±0.1	
Mexican	2,832	±853	1.0%	±0.3	



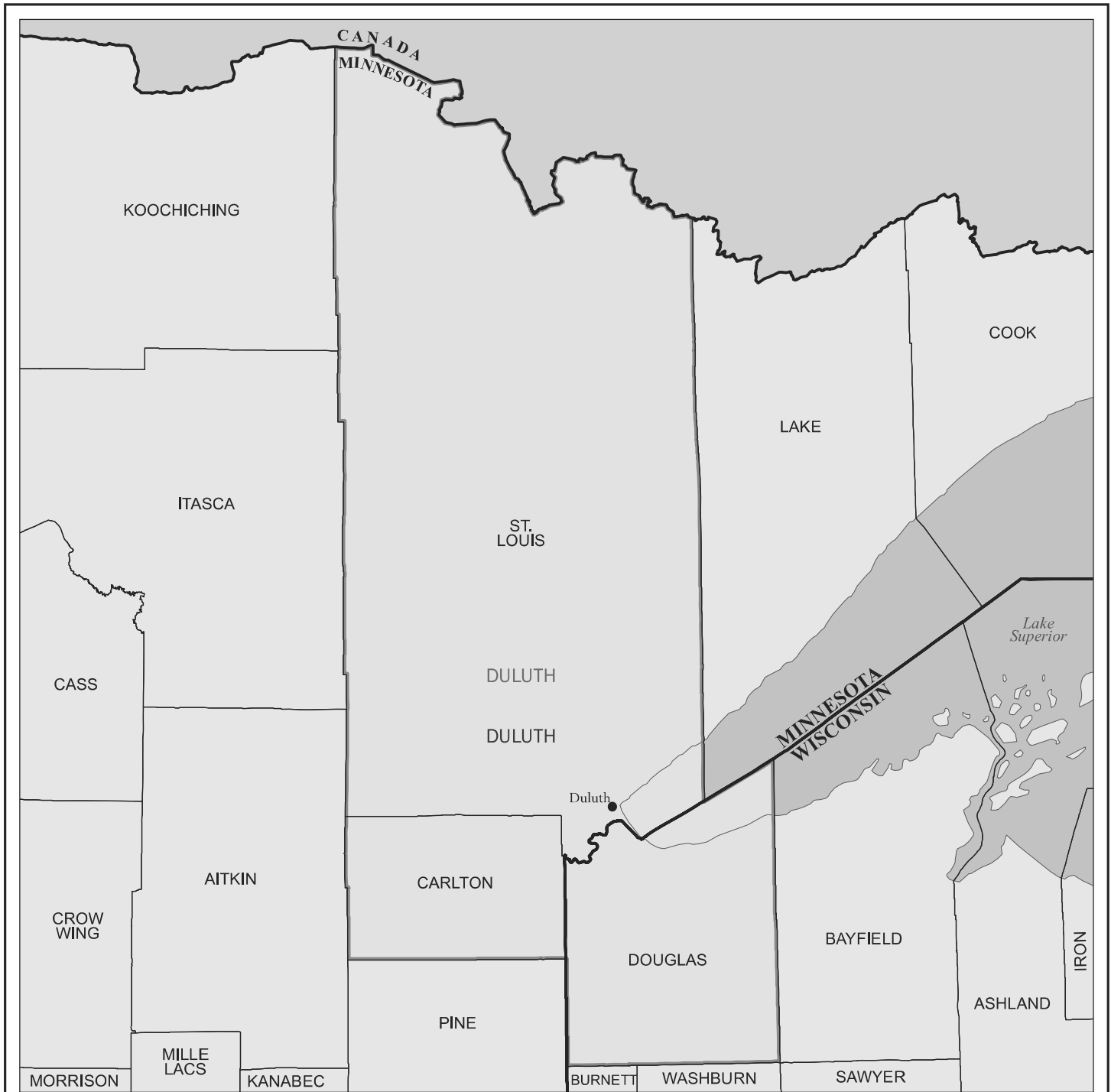
Superior

Housing Market Area



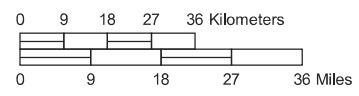
Map data ©2022 1 mi

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.