

CHAPTER 4. TARGETING HUD RESOURCES IN THE COMMUNITY HOUSING  
RESOURCE BOARD PROGRAM

- 4-1. INTRODUCTION. Targeting is an effort to direct the major part of the resources of the CHRB program to areas of greatest need. The concept involves the allocation of administrative and program funding resources to provide for the greatest impact in localities with large minority group populations, and in localities where the CHRB is the major fair housing presence.
- 4-2. DEFINITION. Targeting is an ongoing process for directing HUD staffing and financial resources to allow for the most effective implementation of CHRB program initiatives. It is a procedure that should be used to establish priorities for working with program participants.
- 4-3. BACKGROUND. Targeting in the CHRB program falls into two categories: (1) the targeting of staffing resources; and (2) the targeting of program funds. The focusing of resources will enhance the Department's commitment to the most beneficial achievement of the goals of HUD's voluntary affirmative marketing agreements with national housing industry groups, by assuring that the areas of greatest need for support to affirmatively further fair housing are given priority assistance.

Targeting should be used as a management tool to emphasize quality over quantity of accomplishments, and to underscore the need for continuous review of program monitoring strategies.

In developing targeted monitoring strategies, staff should focus on:

- a. Areas where minority groups will directly benefit from fair housing efforts (urban and suburban areas, central cities);
  - b. Areas where no fair housing activity exists;
  - c. Areas with no fair housing enforcement agencies;
  - d. Areas with private fair housing organizations; and
  - e. Areas of much perceived discrimination, but few complaints.
- 4-4. RESERVED