

ILLUSTRATIONS OF AFFIRMATIVE MARKETING CONSIDERATIONS
SELECTING RACIAL/ETHNIC AND OTHER GROUPS OF PERSONS
ELIGIBLE FOR SPECIAL OUTREACH ACTIVITIES
(Paragraph 2-8)

The following examples illustrate several common situations which applicants might confront when they choose target groups. These examples should be considered in tandem with the guidance found in Chapter 2 of this Handbook.

- A. A 100 unit Section 8 New Construction project is proposed for location in an area of minority concentration, which is 50 percent Black and 25 percent Hispanic. The tenant population of all assisted housing, including the conventional Low Income Public Housing and the four Section 8 New Construction projects already in occupancy, is also predominantly minority. Given these facts, the non-minority segment should be selected for special outreach. Since more than one minority group, i.e., Blacks and Hispanics, live in the area of the project, outreach should also be targeted to the minority group which does not predominate, i.e., the Hispanics.

- B. A 60 unit project to be funded under the Section 8 Substantial Rehabilitation program is to be located in a predominantly non-minority community. The assisted housing in the community and in the housing market area is predominantly non-minority. Outreach to minorities is thus appropriate.
 - 1. The extent of outreach depends on the size of the eligible minority population in the housing market area and in the jurisdiction and the location of such population. If the community has within it a large area of minority concentration, outreach may be targeted to that area.

 - 2. If there are no minorities in a community but an adjacent community has an area of minority concentration, outreach may be targeted to minorities in that area.