Exhibit C

The Lexington-Fayette Urban County Government (LFUCG) seeks proposals from qualified consultants to conduct a comprehensive opportunity assessment of Lexington-Fayette County. This assessment aims to identify and analyze gaps and historically disadvantaged groups by zip code across a variety of indicators, including parks, open spaces, public facilities, housing availability, income, education, health, safety, arts, entertainment, tourism, transportation, infrastructure investment, civic engagement, food access, and access to financial institutions. The findings from this study will help guide LFUCG in implementing policies and programs to address systemic inequalities and promote inclusive development.

Project Scope
The selected consultant will perform an opportunity assessment of the following key indicators by zip code, using both quantitative and qualitative methods to assess opportunity gaps and historic data. Each indicator is to be examined using census approved variables.

1. Parks and Open Spaces
- **Description:** Assess the availability, quality, and accessibility of parks, green spaces, and recreational facilities by zip code.
- **Indicators:** Acreage per capita, distribution of facilities, quality of amenities, proximity to marginalized communities, and historic investment levels.

2. Public Facilities
- **Description:** Evaluate the distribution, condition, and accessibility of public libraries, community centers, and government buildings.
- **Indicators:** Geographic distribution, physical condition, level of service provided, and accessibility for people with disabilities.

3. Housing Availability
- **Description:** Analyze housing availability, affordability, and stability, focusing on gaps in access to affordable housing.
- **Indicators:** Median home prices, rental rates, housing stock by type, availability of affordable units, eviction rates, and historic redlining or exclusionary zoning practices.

4. Income
- **Description:** Measure income gaps across zip codes and their correlation with other social and economic factors.
- **Indicators:** Median household income, poverty rates, income inequality, and employment trends.

5. Education
- **Description:** Assess gaps in educational attainment and resource distribution across schools.
- **Indicators:** High school graduation rates, standardized test scores, student-teacher ratios, school funding levels, and access to advanced educational programs.

6. Health
- **Description:** Examine health outcomes and access to healthcare services by zip code.
- **Indicators:** Life expectancy, rates of chronic illnesses, mental health access, availability of healthcare facilities, and health insurance coverage.

7. Safety
- **Description:** Analyze crime rates and public safety services, including policing, fire, and emergency response times.
- **Indicators:** Crime rates by type, police presence, emergency response times, and community perceptions of safety.

8. Arts, Entertainment, and Tourism
- **Description:** Study the availability of cultural, arts, and entertainment venues and tourism opportunities across the county.
- **Indicators:** Number of venues, geographic distribution, cultural programming, funding for the arts, and tourism investment levels.

9. Transportation
- **Description:** Assess the transportation infrastructure and its ability to meet the needs of diverse communities.
- **Indicators:** Public transit availability, commute times, walkability, bike lanes, and transportation-related infrastructure investment by zip code.

10. Infrastructure Investment and Areas of Need
- **Description:** Evaluate the distribution of public infrastructure investment and identify areas in need of significant improvement.
- **Indicators:** Road quality, broadband access, water and sewage services, and stormwater management systems.

11. Civic Engagement
- **Description:** Measure levels of civic engagement, including voter participation and representation in local governance.
- **Indicators:** Voter turnout, participation in community meetings, local board representation, and civic organization membership by demographic.

12. Food Access
- **Description:** Analyze gaps in access to fresh and healthy food options.
- **Indicators:** Proximity to grocery stores, prevalence of food deserts, availability of farmers' markets, and access to SNAP benefits.

13. Access to Financial Institutions
- **Description:** Study access to banking, credit, and financial services across communities.
- **Indicators:** Number of banks and credit unions, proximity to financial institutions, access to financial literacy programs, and presence of payday loan services or check-cashing businesses.

Deliverables
1. **Comprehensive Report:** A detailed report outlining findings for each of the indicators studied, with an analysis of opportunity gaps using historic data by zip code.
2. **GIS Mapping:** Visual representation of opportunity gaps using GIS mapping technology to show inequities across the indicators.
3. **Community Engagement:** A plan to gather feedback from affected communities through public meetings, focus groups, and surveys.
4. **Recommendations:** Data-driven recommendations for policy changes, resource allocation, and targeted programs to address identified opportunity gap.
5. **Presentation to LFUCG:** A presentation to government officials and stakeholders summarizing key findings and proposed action steps.