



DISPARITY STUDY

BUSINESS TELEPHONE SURVEYS

BBC Research & Consulting (BBC) is conducting a disparity study for the Lexington-Fayette Urban County Government (LFUCG) to assess whether any barriers exist for Disadvantaged Business Enterprises (DBEs), Minority Business Enterprises (MBEs), and Woman Business Enterprises (WBEs) to compete for LFUCG contracts.

ABOUT THE SURVEYS

As part of this study, the project team will begin conducting **telephone surveys** to collect important information related to business' characteristics and to better understand marketplace conditions. **Davis Research** will be conducting those surveys on behalf of the BBC project team. Telephone surveys will take place during **the fall of 2021 and winter of 2022**. If you are contacted, please participate in the survey process to help ensure an accurate and comprehensive disparity study.

WHO MAY BE CALLED

Businesses that have worked with LFUCG may be called. In addition, businesses that do work or provide services related to building and street construction, architecture and design, other professional, supportive services, goods and supplies may be called, even if they have never worked with LFUCG. **Not all Lexington businesses will be called.**

WHAT IS A DISPARITY STUDY?

- Examines participation of and availability for DBEs, MBEs, and WBEs for LFUCG contracting
- Assesses conditions for businesses throughout the market area for DBEs, MBEs, and WBEs
- Provides recommendations for how LFUCG and other public agencies might provide more equitable opportunities to businesses throughout the market area



For more information about the disparity study, visit lexingtonky.gov/disparitystudy



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