



# CONNECTED & INFORMED

Updates from the Lane County Equity Program



## Creating a Culture of Belonging

Lane County is a place where all individuals, regardless of their race, ethnicity, gender, sexual orientation, age, ability, socioeconomic status, or any other identity marker, have equal opportunities to live, work, and play.

We believe that equity is not a stand-alone initiative, but a fundamental principle that must be embedded and integrated into every aspect of our work. Our commitment to equity is weaved into our policies, practices, and decision-making processes, and we actively work to dismantle systemic barriers and promote inclusion and belonging for all.

**Equity Program's Mission:** We work towards identifying and dismantling systemic and cultural barriers that perpetuate inequality and creating inclusive environments that foster diversity, equity, and belonging.

Equity work recognizes that achieving true equity requires ongoing, intentional effort and a commitment to continuous learning, growth, and action.

## NEWSLETTER HIGHLIGHTS

Creating a Culture of Belonging

Meet the Equity Program Team

Diverse Business Directory (DBD)  
Release and Announcement

Equity Program Advisory Board  
(EPAB) Timeline

[Equity Program Website:](#)



# Meet the Equity Program Team



## Latiffe Amado (she/her/ella), Equity Manager

I am originally from Mexico but I've also lived in Los Angeles until I made Eugene my home in 2021. My passion lies in supporting cultural shifts around equity issues and bringing people from all backgrounds together in the community.



## Shayna Higashi (she/her), Equity Program Analyst

I am originally from the island of O'ahu, HI, and moved to Eugene in 2015. I joined the team at the end of May 2023 and am proud to be a part of this team. My cultural heritage, life experiences, education, and passion for justice guide me in helping bridge people together.



## Diverse Business Directory (DBD) Announcement

(Coming Soon! Available by October 31, 2023)

The Diverse Business Directory (DBD) expands and builds upon the previously known Black-owned Business Directory. Our team is excited for this to be a resource for the community to support minority and underrepresented-owned businesses!

Diverse businesses in Lane County are vital in fostering:

- **Economic development and promoting equity**
- **A sense of belonging and representation**

Click [here to view the DBD](#)

If you own a business in Lane County and identify as being part of a minority and/or underrepresented group, you can list your business on the DBD using this online [form](#) or scan the QR code. - Please help spread the word to others!

*\*New submissions will be updated on the first of every month\**



## Equity Program Advisory Board (EPAB)

(Coming Soon! Hoping to start recruitment during this Winter 2023)

The Equity Program Advisory Board (EPAB) which was formerly known as the Equity & Access Advisory Board (EAAB) is in the process of being reestablished after dissolving during program transitions during the Covid-19 pandemic. We acknowledge these transitions caused some damage within our community and are committed to repairing the relationships to reestablish trust with our program and Lane County.

We are currently working with a consultant who is assisting us with preparing to launch the EPAB.



### Estimated Timeline

**Winter 2023:** Recruitment

**Early Spring 2024:** Launch EPAB

Interested in receiving periodic updates regarding our Equity Program? Complete this online [form](#) to be added to our email list.