



CONNECTED & INFORMED

Updates from the Lane County Equity Program

Aloha Makahiki Hou (Happy New Year)!

There are many traditions worldwide that are connected to the start of a new year. Here are some examples of some traditions that people and cultures follow: Make loud noises (fireworks, break plates/glass, church bells, cheer/shout, etc.), eat food or wear clothes that represent/bring good luck, create resolutions, gather and celebrate with loved ones, scare off bad spirits/bad luck, and so much more!

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.



Latiffe Amado (she/her/ella)
Equity Manager



Shayna Higashi (she/her)
Equity Program Analyst

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Scan the QR or [click here](#) to
view Equity Program website

[Click to join our email listserv](#)



Meet our Intern



Desi Acuay (he/him)

Project: Grow the Diverse Business Directory (With our program through Mid May 2024)

Originally from Portland, OR, and attends the University of Oregon pursuing degrees in History and Law.

My focus is on expanding the Diverse Business Directory, connecting diverse businesses across the county and creating a greater community in the process. I am excited about the work I am doing and the goals I've yet to reach!



Diverse Business Directory (DBD) Updates

The DBD is available online. See additional announcements below:

- Created a Spanish form version - [forma en línea](#)
- UO intern working with our program through mid-May and will be helping to grow our DBD list (read more about our intern, Desi above).
- Our Equity Program recently shared about the DBD with the Eugene Weekly - view the article [here](#).

Our team is excited to grow this community resource available 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**

Scan the QR code, [click here to view](#), or go to www.lanecountyor.gov/DBD

Know any businesses owners in Lane County that identify as being part of a minority and/or underrepresented group? Encourage them to list their business on the DBD using this online [form](#) o usa esta [forma en línea](#).

We appreciate the help with spreading the word!

New submissions will be updated on the first of every month



Equity Program Advisory Board (EPAB)

(Recruiting members through April 8, 2024)

The Equity Program Advisory Board (EPAB) which was formerly known as the Equity & Access Advisory Board (EAAB) collaborates with the County Administrator and the Equity Program on the adoption and implementation of the three-year equity strategic plan.

We are recruiting members now! If you are passionate about equity issues while promoting an inclusive environment that is welcoming of various perspectives - complete this online interest [form](#) or view our [EPAB website](#) for additional information.



Estimated Timeline

March-April 2024: Recruitment
Late April 2024: Launch EPAB

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



Lane County is a Member of Partners in Diversity!

In July 2023, Lane County joined as a member of Partners in Diversity (PiD) and we have been enjoying the benefits of our membership.

We have been sharing information with staff regarding our membership and resources available (such as community resource groups, Breakfast for Champions, networking events, posting to the PiD job board, and other benefits).

Recently, a group of staff enjoyed attending the quarterly Say Hey! networking event held in Corvallis on February 27, 2024. Staff posed for a picture at the event's photo booth (see picture on the left).



Mission: To create economic prosperity in Oregon and southwest Washington by working with employers to attract, retain, and develop professionals of color and diversity influencers.

To learn more about Partners in Diversity: [Click here](#), or go to www.partnersindiversity.org

We highly encourage organizations and businesses to check out PiD and the BBAO's websites to learn more about their membership benefits and how they are continuing to advance equity efforts.

Resources and Support for Black-owned Businesses

The Black Business Association of Oregon (BBAO) is an economic development organization that strives to achieve economic equity that is sustainable and lasting in the state of Oregon. The organization focuses on building up Black businesses, entrepreneurs, students, and communities in the state of Oregon. Services include business retention and expansion of Black owned businesses, entrepreneurial development of Black entrepreneurs, workforce development for Black students and professionals, and Black business recruiting.



To learn about the Black Business Association of Oregon: [Click here](#) or go to <https://bbaoregon.org>