

## FOR IMMEDIATE RELEASE

### Vibrant Pittsburgh Aims for Globally Competitive and Inclusive Region Through Vibrant Index 3.0 Launch

**Pittsburgh, PA** – Vibrant Pittsburgh, in collaboration with the Allegheny Conference on Community Development, is excited to open the Vibrant Index for the third year in a row. The Vibrant Index is a diagnostic tool that confidentially collects data from employers in the Pittsburgh region in order to increase the impact of their DE&I strategies. The diagnostic period for the Vibrant Index 3.0 opens on January 24, 2022.

"Last year, we saw a 56% increase in Vibrant Index participation and that is encouraging. More local companies are choosing to capture DEI data and taking a step towards an increase in accountability and transparency around diversity issues for our region. As we approach the index's third year, my hope is that the benefits companies see from using the diagnostic tool inspire a focus on achievable actions and changes that result in more inclusive and welcoming workplaces. Companies that choose to participate in the Vibrant Index, are collectively saying they are interested in understanding where improvements must be made, as well as what good practices should be celebrated and shared amongst their peers," says Vibrant Pittsburgh president and CEO, Sabrina Saunders Mosby.

Regarding this partnership, Stefani Pashman, CEO of the Allegheny Conference on Community Development said, "Now entering its third year, the Vibrant Index is showing itself to be an indicator of an ever-growing commitment from the employer community to making this region – as a place to work and live – increasingly better when it comes to diversity, equity and inclusion. The Vibrant Index is creating a valuable baseline – pointing to progress made and, more importantly, to the critical areas for improvement. By being aware of both – and together doing the hard work to improve where we are falling short – can we stay the course to reaching the goal of this region being a place of truly inclusive opportunity for all people."

In 2018, the methodology of the Vibrant Index was developed by DE&I researchers, data analysts, human resources professionals, and practitioners along with the Vibrant Pittsburgh Diversity Assessment Committee. Now, the Index drives DE&I changes across industries and sectors of the Pittsburgh region. The tool not only identifies areas of success, but also the critical actions needed to improve practices, policies, and cultures to reach global standards. The third iteration of the diagnostic tool will confidentially collect data from 2021, evaluating employers in nine DE&I impact areas.

Last year, Vibrant Pittsburgh recognized four *Vibrant Champions*, companies that score at or above the 95<sup>th</sup> percentile. Our 2.0 Vibrant Champions are PNC Bank, CCAC, UPMC, and the Pittsburgh Promise. Additionally, the number of employer participants has grown from 50 to 78 in the last year. Participation is projected to increase annually.

The Vibrant Index 3.0 is available to all organizations located in the Pittsburgh region at no cost. The diagnostic period is open from January 24, 2022, through February 28, 2022. Results are confidential. Employers interested in participating can read our [FAQ here](#) sign up [here](#) and watch our information session [here](#). Contact Lora McKnight, COO and VP of Programs and Services, at [VibrantIndex@vibrantpittsburgh.org](mailto:VibrantIndex@vibrantpittsburgh.org).

#### About Vibrant Pittsburgh

Vibrant Pittsburgh is a premier economic development membership organization, dedicated to supporting the growth and economic competitiveness of Greater Pittsburgh. As the region's central resource, spokesperson, and convener on workforce diversity and inclusion, Vibrant Pittsburgh works with area employers to position the region as an inclusive and welcoming place for people of all backgrounds.

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