

SWBR

Sustainability Action Plan

2023 Edition





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Introduction

Introduction

SWBR continues to celebrate our commitment to sustainability with a growing firm, an ever-expanding portfolio of sustainable projects, and the issuance of this 2023 Sustainability Action Plan.

Our ongoing commitment makes a measurable and meaningful impact on our firm. Since our last action plan, SWBR has grown geographically, we have advanced our AIA 2030 Commitment efforts and our cultural and diversity initiatives.

This Sustainability Action Plan provides an overview of SWBR's sustainability efforts, our vision for the future, and will serve as a framework for our ongoing evaluation and improvement.



Firm Overview

SWBR is a 110+ person design firm in the State of New York. Our Rochester, Syracuse, and Troy offices offer a wide range of services in a variety of market sectors.

Mission

Positively impacting lives through meaningful design.

Vision

SWBR will be a highly respected national design firm consistently providing leadership, expertise, innovation, and entrepreneurial thinking.

Values

Balance, Client Satisfaction, Quality and Design Excellence, Empowerment and Responsibility, Professional Development, Leadership, Trust and Mutual Support, Communication, Individual Diversity and Respect, Financial Well-Being

Culture

We are inclusive and versatile leaders who engage each other and our clients to create innovative solutions in a fun and challenging environment that embraces growth.

Services

Architecture
 Interior Design
 Structural Engineering
 Landscape Architecture
 Graphic Design
 Planning
 Civil Engineering

Markets

Higher Education
 K12 Education
 Affordable Housing
 Urban Living
 Senior Living
 Commercial
 Science, Technology & Industry
 Civic & Government

Offices

Rochester, NY
 Syracuse, NY
 Troy, NY



Our Commitment to Sustainability

Our Commitment to Sustainability

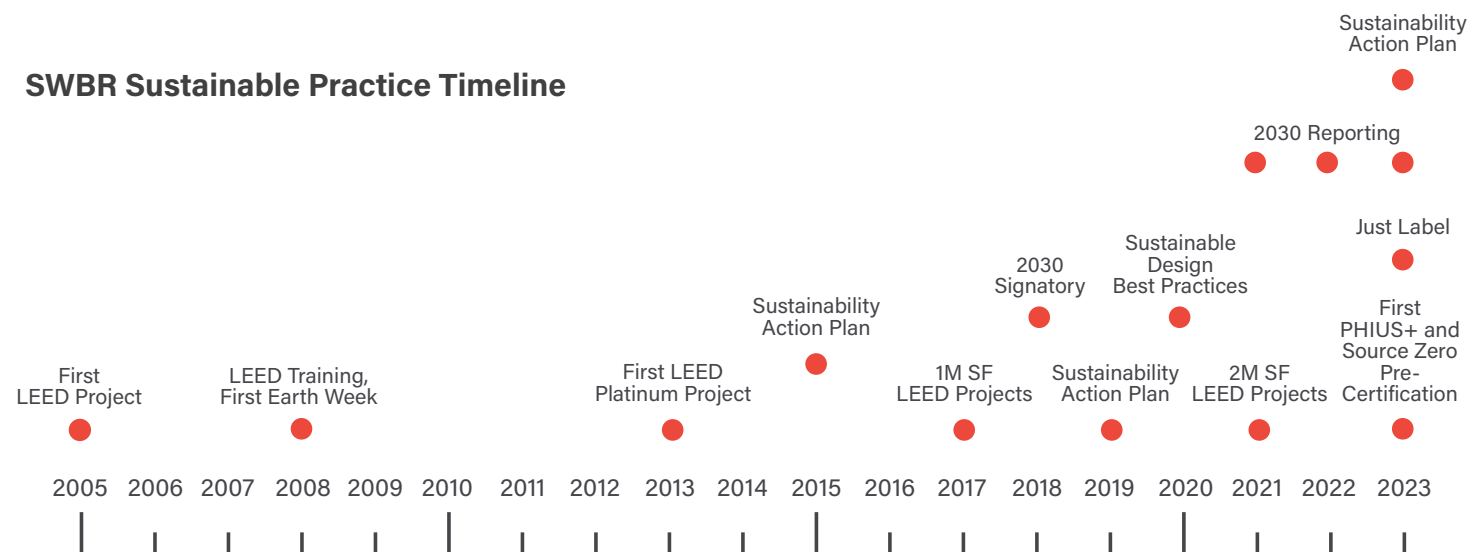
Architects can positively impact our lives, our communities, and our climate. In fact, our actions today as designers will define our legacy.

SWBR is a design leader, championing sustainability in our practice, our office, and our community. We have designed over 2 million square feet of certified LEED projects, with numerous Passive House and All-Electric projects currently in design and construction.

As an AIA 2030 Commitment signatory, SWBR seeks to transform our practice with the intent to design all carbon neutral projects by 2030. Our 2030 Commitment reporting indicates that our design portfolio improves year-after-year as we prioritize energy performance and carbon reductions.

The AIA Framework for Design Excellence is a resource we utilize to improve the design, sustainability, and performance of our projects. We strategically engage with organizations that advance sustainability and support environmental design. As a champion for change in the design profession, SWBR is a leader in the AIA Central NY and AIA Rochester Committee on the Environment (COTE) groups, advocating for environmental and high-performance design practices.

SWBR Sustainable Practice Timeline



Indigenous Land Acknowledgement

SWBR acknowledges with respect and gratitude the many indigenous people and their rightful lands that our three offices across New York State occupy. Our intention is to pay respect to the people, culture, and social practices of the Haudenosaunee Confederacy, the first keepers of this land.

Our Rochester office resides on the land of the Seneca Nation. The Seneca are often referred to as the Keeper of the Western Door — as they are the westernmost of the six nations, with a creative culture rich in language, art, songs, dance, and sports.

Our Syracuse office resides on the land of the Onondaga Nation. The people of the Onondaga Nation are known as the “People of the Longhouse,” a type of long and narrow structure primarily built for communal dwelling.

Our Troy office resides on the land of the Mohican and Schaghticoke Nations, known for their abundant lifestyle and building capabilities.

In addition to our design leadership, SWBR has elevated the discussion around social issues. We support justice, equity, diversity, and inclusion, and we’re engaged with numerous organizations to support and strengthen our efforts. SWBR is committed to corporate transparency and has successfully obtained a JUST label — a voluntary transparency tool to measure our commitment to being a socially just and equitable organization. This work enriches our policies, improves social equity, and enhances employee engagement.

Through these meaningful efforts, we have charted a course to transform our practice, be a voice, and seek to inspire others.

This Sustainability Action Plan is our framework as we seek ongoing improvement and positive impacts in our office, our practice, and our community.



Sustainability In Our Practice

Meaningful design requires that our designers elegantly implement design, sustainability, and building performance strategies. This is championed through three firm-wide initiatives in Design, Building Performance, and Sustainability—which work collaboratively to provide a holistic approach to our projects and design process.

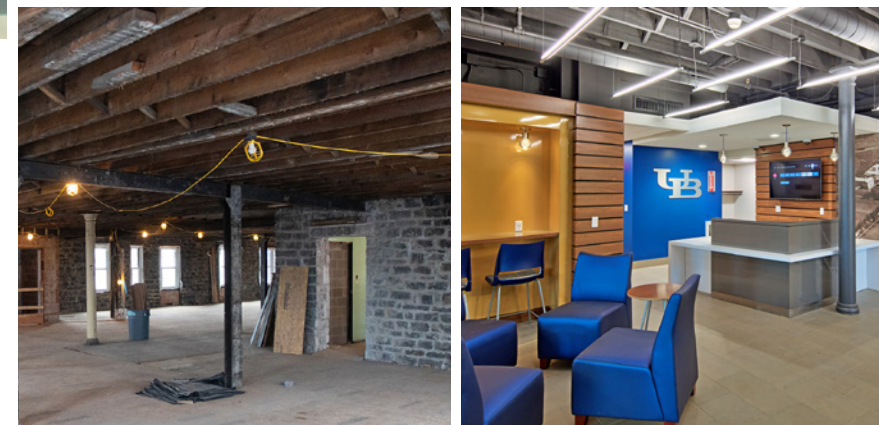
Our rigor is driven by our passion. Through engaging conversations and an exchange of ideas, we integrate diverse viewpoints and experiences. In partnership with our clients and our extended design team, we facilitate, collaborate, and lead the design process, maintaining a clear project vision.

Design Philosophy

Design enhances the human experience. Architecture and place-making matter and can represent, inspire, and influence social justice and cultural identity. We believe that spaces must contribute to the positive qualities of life, productivity, and the happiness of their occupants.

We Desire:

- Innovative spaces of learning, research, and discovery
- Inspiring spaces to work and create
- Contemplative spaces of serene reflection or spirituality
- Dynamic spaces for socializing, celebration, and civic engagement
- Accessible spaces for dignified living and maximizing independence



Before

After

 LEED GOLD CERTIFIED

Townsend Hall Renovation

Repurposing and modernizing this historic 1903 building on University At Buffalo's South Campus created a new, vital workspace for UB, offering 33% energy savings and 25% reduced water use over a baseline building.

2022 GREEN BUILDING LEGACY AWARD
presented by USGBC New York Upstate Chapter

The AIA 2030 Commitment seeks to transform the practice of architecture in a way that is holistic, firm-wide, project-based and data-driven. Participating firms prioritize energy performance and carbon reductions in their designs, pursuing carbon neutral buildings, developments and major renovations by 2030. SWBR proudly became an AIA 2030 Commitment signatory in 2018.

Reporting

In 2022, SWBR reported 55 projects from across our Education, Housing, and Workplace Studios. Six of these projects met the AIA 2030 Commitment target of an 80% or better reduction in Energy Use Intensity (EUI).

For the first time, our submitted portfolio includes Passive House and All-Electric projects, which have meaningfully impacted our results with EUI reductions of over 90%. SWBR will leverage our expertise in these project types across our portfolio as we strive to meet our 2030 Commitment goals.

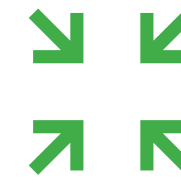
Firm Technical Library

SWBR's *Hub* intranet serves as the main resource point for all SWBR employee resources, data, information, and communication. It includes technical resources available to employees as part of our efforts to digitize our resources, reduce dependency on paper, and improve ease of access anytime from anyplace. Our Technical Library is a Quality Assurance and Quality Control (QA/QC) resource that is a product of leaders within the firm. It contains "SWBR Standards," "Smart Notes," tutorials, and reference materials. Sustainable Design information in the Technical Library includes SWBR's "Sustainable Design Best Practices" and our Sustainability Action Plan.

Actions taken as part of our commitment:



Create a Sustainability Action Plan, track progress, update every three years.



Endeavors to meet 2030 energy reduction targets in our projects.



Report progress toward 2030 goals.

Best Practices

After becoming an AIA 2030 Commitment signatory, "Sustainability Summits" were conducted with all studios and departments. From these dialogues, our firm's goals and standards were established and aligned with the 10 measures of the AIA "Framework for Design Excellence", establishing SWBR's "Sustainable Design Best Practices".

In 2020, our Interiors Department developed a Sustainability Best Practices document. Informed by various building and material rating systems, it identifies sustainable interior finishes and design methods that promote the health, safety, and welfare of building users. Its goals include specifying products with high recycled content, low VOCs, end-of-life recycle options, and products that have a positive impact on human health.

We initiated a comprehensive labeling system for our materials library in 2018, with a specific focus on the environmental qualities of interior finishes. Material cut-sheets were added in 2021, with an overview of interior finish types, their basic construction, current cost, estimated life, and pros and cons regarding sustainability and durability.

All of our Best Practices reside on our intranet for firm-wide access. Updates over the next three years will reflect the knowledge, experience and lessons learned from our Passive House, All-Electric, and low-carbon projects currently in progress.

Sustainability In Our Practice

Post-Occupancy Evaluations

Post-occupancy evaluations (POE) and surveys allow facility/building managers and design teams to gain insight regarding a building’s metrics and evaluate a project’s success. SWBR seeks to implement a more robust POE process in 2023.

Emerging Professionals Group

This group of emerging professionals meets each month to invest in their personal and professional development by discussing various industry topics. Participants are encouraged to share information and present on topics of interest or ideas that they are passionate about to help each other grow as professionals. Guest speakers are also welcome to present. Topics include lessons learned, precedent studies, and demonstrations of new technologies. In addition to educational outcomes, the group’s engagement enriches our relationships and design culture. Integration with Sustainable Design initiatives, including the Framework for Design Excellence and AIA 2030 Commitment has been meaningful and is ongoing.



SWBR has certified over two million square feet of LEED buildings through the USGBC LEED program.

Sustainable Projects and Certifications

SWBR has certified over two million square feet of LEED buildings through the U.S. Green Building Council’s Leadership in Energy and Environmental Design program. Our LEED portfolio includes higher education, multifamily housing, and municipal projects, and features two LEED-Platinum certifications. In addition to our expanding LEED project portfolio, we see growing interest in other approaches to sustainable design and environmental stewardship.

SWBR is currently designing six Passive House projects, with two PHIUS Pre-certified projects and one certified Source Zero project currently in construction. We have over two dozen All-Electric building projects underway. All-Electric projects employ a “Beneficial Electrification” strategy, avoiding the use of natural gas in a building’s systems, and seeking a path to zero-carbon operations. We see growing interest in WELL certification and increasing applications of geothermal and solar PV systems. SWBR continues to advance the design of net-zero energy and carbon-neutral projects.

Building Performance

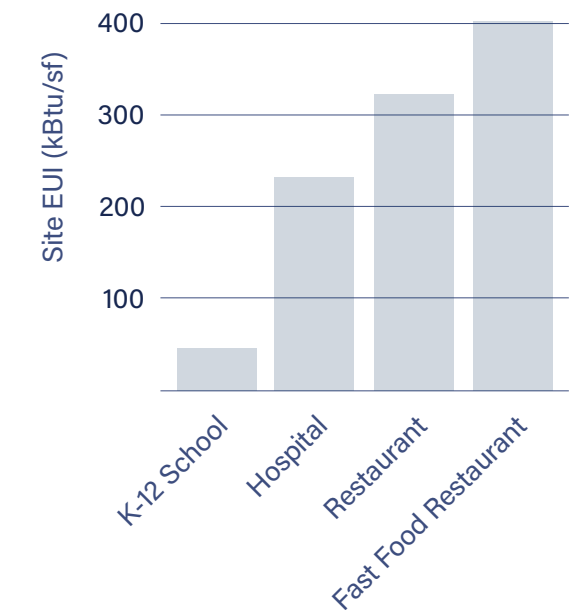
Our experience with innovative, sustainable, and high-performance building design continues to grow. In 2019, we established a Building Performance Initiative in support of a strategic effort that leverages our expertise, integrates the design process, develops knowledge experts, and applies theory to practice. In collaboration with our Green Building and Design Initiatives, the Building Performance Initiative uses focused training, education, and analytical tools to advance our design capabilities and provide high-performance outcomes. This initiative focuses on:

- An integrative design process that leverages early-stage energy modeling tools and analysis to inform design decisions.
- High-performance design efforts focused on the design and details of resilient, high-performance enclosures and integrated building systems.
- Advanced technology applications to evaluate existing conditions, identify opportunities to improve performance, and ensure projects are performing as designed.
- Increasing our research in hygrothermal design, thermal performance, daylight modeling, post-occupancy evaluations, and project learning.

What is Energy Use Intensity?

EUI is expressed as energy per square foot per year. It’s calculated by dividing the total energy consumed by the building in one year (measured in kBtu) by the total gross floor area of the building.

Typical Median EUIs in the US
as per Energy Star, 2021



Building Performance Featured Projects



LEED FOR HOMES GOLD CERTIFIED

Freedom Commons

National LEED® Homes Award
In The Outstanding Affordable Housing Category By The USGBC

This green housing community was built as a place to provide a safe, supportive, and stabilizing home to support low-income families, formerly incarcerated residents, and those experiencing homelessness.

Designed to provide 52% energy savings and 38% water savings over baseline.



PHIUS ZERO 2021 PRE-CERTIFIED

Baird Road Senior Apartments

- 76-unit affordable and supportive senior housing
- Designed to be fossil fuel free
- Air source heat pumps, shared ERVs, shared heat-pump water heaters, and roof-mounted solar
- Targeting LEED Gold Certification
- 93% Predicted EUI Reduction



ENERGY STAR MULTIFAMILY NC CERTIFIED

Hickey Freeman Apartments

- Adaptive reuse of historic factory to affordable and supportive housing
- 77,000 SF of manufacturing space
- All-Electric residential program with geothermal well field, water-source heat pumps, and solar technologies.
- 77% Predicted EUI Reduction



100% ON-SITE RENEWABLE POWER OFFSET OF NATURAL GAS

Agricultural and Clean Energy Technology Center

With lab and classroom space dedicated to renewable energy programs, the Center achieves a predicted Energy Use Intensity (pEUI) of 55.1kBtu/sf. Skylights are designed to optimize daylight in the large-bay spaces supporting Agriculture and Diesel Engineering. An on-site 85kW direct current solar power system is sized to offset 100% of its natural gas usage.

Designed to provide energy savings of 52% over baseline.



PHIUS, SOURCE ZERO PRE-CERTIFIED

Pan-American Square Apartments

- Site of former railbed for the Delaware, Lackawanna, and Western Railroad
- Community engagement informed public amenities such as a walking and bike path
- 45% Predicted EUI Reduction



PASSIVE HOUSE V.CORE 2021 PRE-CERTIFIED

Johnson Park Green Community Apartments

- Three residential buildings
- 62 units of affordable supportive housing
- Community building meant to serve entire neighborhood
- Roof-mounted solar PV panels can generate about 40% of the building's predicted energy requirements.
- 91% Predicted EUI Reduction



Sustainability In Our Office

A passion for sustainability is embedded in our office culture and operations and shared with our clients and community.



Office Initiatives

Paper Products

SWBR has significantly reduced paper usage. 2022 showed a significant reduction in paper consumption compared to 2015. We continuously seek reduction strategies for this resource that has long been central to our profession. Over the last ten years, SWBR has used recycled paper for all printers. Plotters use standard paper to maintain print quality. Digital “print slips” provide an accounting system for paper usage. All office paper waste is recycled.

Archived Drawings

In an effort to achieve a paperless process, we implemented an archived architectural drawings system. High quality scans and digital storage have allowed for a 50% reduction in archived drawings that dated back to the 1950s. Our archiving efforts are ongoing.

Equipment

Each of our offices are committed to purchasing Energy Star products for new equipment and appliances to further reduce our energy consumption. Our recent renovations to each office have improved lighting and energy performance. The use of cloud-based storage has significantly improved our efficiency—saving energy, material, and conditioned space to support server storage, while improving our resiliency. Increasing our reliance on energy-efficient cloud storage expands our capabilities in a more energy-efficient manner. We track information on the wattage of major equipment – such as laptops, computers, servers, etc.

Technology

SWBR’s Makerbot 3D Printer has 100% recyclable filament. We reincorporate failed 3d Prints into slurry, allowing the material to be utilized twice during the printing process, if the first attempt fails to achieve the desired result. SWBR leverages Point Cloud technology to assist in scanning existing conditions and building the 3D models utilized by the project design teams. This three-dimensional digital scan provides thorough photo documentation and a digital building model that can be viewed, scaled, and reviewed by the design team anywhere that they can access the point cloud file. Utilizing the point cloud’s data, design teams reduce transportation and travel time, reduce the paper usage related to conventional field work, and reduce the need for site visits to confirm conditions throughout the design process. We will continue to leverage digital technologies to improve our process and improve efficiencies.

Waste and Recycling

In 2022, SWBR updated its recycling label system to improve the diversion of material from the landfill. Our Syracuse office utilizes commingled recycling services for paper, cardboard, glass, plastics, and metals, and have developed their own recycling station labeling system after their recent meeting with Onondaga County. Our Troy office utilizes commingled recycling services also and provides individual recycling bins at each desk along with communal recycling stations in the office. Our Rochester office learned through numerous

Sustainability In Our Office

waste audits that most of our landfill waste was comprised of food waste and organic matter. When food decomposes in a landfill, the process releases a potent greenhouse gas called methane. Composting transforms waste into valuable organic matter without producing methane and captures and stores carbon in the soil, rather than releasing it as carbon dioxide (CO₂) to the atmosphere. Since utilizing Impact Earth for composting services, we have significantly reduced our landfill waste.

Alternative Transportation Opportunities

Each of our office locations are in highly walkable areas with Walkscores ranging from 91-93. Each office offers bicycle storage on-site for employees to commute to work. The Rochester office provides an all-gender toilet room and shower for employees. All three of our offices are in close proximity to public transit via bus service and have access to a scooter and bike share program. Our firm supports employees utilizing alternative methods of transportation outside of personal vehicles. Virtual meetings are a common practice. The ease and efficiency of meeting virtually increases employee productivity, saves travel time and reduces fossil fuel consumption and carbon emissions.

Office Food and Tableware

In 2023, SWBR is returning to our established policy of utilizing reusable flatware, glasses, and plates to reduce landfill waste associated with disposable products, which were necessitated during the pandemic.

Cleaning Supplies and Procedures

SWBR began following New York State Department of Health guidance during the pandemic to help protect against the spread of COVID-19. As conditions allow, SWBR is returning to our established policy of utilizing environmentally-conscious and Green Seal Certified soaps, detergents, and disinfecting products. We implemented an annual "Cleaning Week" that emphasizes recycling of our paper and cardboard intensive items to divert these from the landfill in our Rochester office. All employees are encouraged to archive appropriate paperwork per office procedures and recycle items, including paper and product samples.

Equitable Purchasing

SWBR believes local sourcing, or buying local, is an important component of healthy and sustainable communities and economies. We are committed to seeking out local opportunities for our purchasing needs. We have formalized an Equitable Purchasing and Supply Chain policy to accomplish these goals and better support our community.



Office Renovations

Rochester

SWBR's Office is relocating after 30 years to the existing Sibley Square building in the heart of downtown Rochester. Once the largest department store between New York City and Chicago - this 1.1M SF building is being restored to a vibrant mixed use complex with an array of public and private services and businesses including art galleries, retail shops, restaurants, and mixed-income housing. SWBR's decision to move to this location underscores our commitment to a thriving City of Rochester.

Looking forward, we intend to continue and enrich our sustainable office policies in our new space. We see meaningful opportunities to "walk the walk", improving our ability to apply sustainable design practices, "green" our lease, manage our energy, and design for improved health and wellbeing. Walkability and alternative transportation opportunities will be improved, and the reuse of our current, flexible office systems furniture ensures with a "long life, loose fit."

Syracuse

SWBR's Syracuse office is located in the historic Syracuse Labor Temple Building (c.1887) in downtown Armory Square. A 2019 interior office renovation reconfigured disparate workspaces in favor of a unified open office layout with private meeting space, break room, and other multi-purpose collaborative spaces. Existing furniture was reused where possible, and new mobile furnishings were selected to provide flexibility. Relocating the server and printing equipment from the main space addressed disruptive acoustic issues and reduced the amount of paper used for printing/copying. The building is currently undergoing an exterior rehabilitation project to repoint the historic brick masonry façade and replace single-pane steel windows with thermally improved aluminum windows. New insulated glass windows replicate the historic two-over-two design while improving natural ventilation with operable awning sashes throughout the office.

Troy

Located in the heart of Troy's historic downtown, our Troy office has occupied two previously vacant street-level storefronts since 2014. In 2023, the office expanded by an additional storefront, improving the vitality of this district. The renovated space includes low-VOC paints, high recycled content finishes, and reconfigurable modular furniture that ensures a long life cycle. Dimmable LED lighting provides controllability, comfort and a reduced energy footprint. This highly walkable district offers numerous coffee shops and restaurants, a plethora of shopping, and the Hudson River and Riverfront Park behind our office building.

Sustainability Leadership

Green Building Initiative

Our Green Building Initiative is a committee that fosters SWBR's sustainable design practice, encourages a more sustainable culture through education and advocacy, and promotes the firm's accomplishments in sustainability. The group meets quarterly to review sustainability initiatives, training and resource needs, and discuss efforts to elevate our sustainable design practice.

Green Operations Task Force

SWBR has an informal team that contributes to our sustainability efforts. They work with our Sustainable Design Director and Sustainable Design Manager to implement and advocate for sustainability, environmental goals, and holistic improvement of our buildings.

The Green Operations Task Force is an informal group that is our "boots on the ground," implementing many of the initiatives and goals of the Green Building Initiative. With representatives from various studios, departments, and offices, the "Green Ops" committee champions Earth Week, various sustainability initiatives, and promotes the firm's cultural initiatives.

Sustainability Advocates in Studios

Each design studio (Education, Housing and Workplace) and all departments (Landscape Architecture, Interior Design, and Structural Engineering) have Sustainability Advocates that are resources to their teams, supporting them with sustainable design strategies and practices.

Education

Training and Learning Opportunities

SWBR offers lunchtime learning sessions twice a week. Sustainability is commonly a part of these presentations. This encourages SWBR employees to be mindful and deliberate with their project approaches to environmental issues.

Our employee training curriculum includes a well-rounded and inclusive five-pillar framework including Design, Building Performance, Sustainability, and Wellness & People.

We encourage staff to pursue professional sustainability credentials that align with their work and professional goals. SWBR supports this through offering study materials, reimbursement for our employees' exam fees and credential renewal. Our office currently has the following credentialed professionals:

- LEED Green Associates
- LEED Accredited Professionals with Specialty
- Legacy LEED Accredited Professionals
- WELL Accredited Professionals
- Certified Passive House Consultant
- Level II Certified Infrared Thermographer

These professional commitments help SWBR deliver solutions that are better, greener, and higher performing every day.

SWBR strives to ensure that employees with a LEED credential can obtain credit for LEED Credential Maintenance via in-person and virtual training as well as online resources, or conferences such as Greenbuild, North American Passive House Conference, and the NYS Green Building Conference.

Culture

In 2017, SWBR held a Strategic Planning Retreat during which a culture statement was created as a reminder that continued innovation, inclusion, and engagement will foster great design with powerful results. From that statement, the initiatives below were created.

Equity and Diversity

SWBR recognizes the importance of culture, social equity and justice, human health, and overall well-being. We are engaged with organizations to support and strengthen our efforts, supporting causes that positively impact our diverse community and clients. SWBR places a high value on creating a safe and welcoming built environment, and a social environment that supports prosperity and enjoyment.

In 2017, SWBR became to a Design Professional Corporation (DPC) that allowed us to open firm ownership to more employees, bringing diversity and depth to our shareholder group.

Earth Week

Our culture and practice benefit as we educate our people and advocate for sustainability in our community. "Earth Week" is SWBR's week-long celebration focused on sustainability. Our mission is to share information with our teams, clients, and communities, and support a dialogue around design, climate, and environment." Other events have included recycling collections, waste audits, "Parklet" interventions, fundraising for environmental organizations, and donation drives.

With our geographic growth, SWBR's Earth Week events have transitioned to 100% online with opportunities for special local events at each office. Our "Earth Week" events have ultimately been enriched by this process as we have reached out to inspiring friends, firms, and collaborators around the country to join in our speaker series.

Our 2023 Earth Week celebration focused on Beneficial Electrification — striving to achieve zero-carbon building operations.

EarthWeek
SPEAKER SERIES

 Grid & Resiliency Christina Ficicchia AVANGRID Monday 4/17	 Electrification in Higher Education Heather Holdridge Lake Flato Tuesday 4/18	 Low-Carbon Affordable Housing Alex Fox Sustainable Comfort Wednesday 4/19	 The AIA 2030 Commitment Mark Maddalina SWBR Thursday 4/20	 Community Power in NYC Andrea Johnson RISD Friday 4/21
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JEDI

A Justice, Equity, Diversity, Inclusion, or 'JEDI' task group was created to focus on improving and fostering an inclusive workplace. These efforts have been meaningful and have enriched our firm's policies. In 2023, we are bringing in new speakers and have developed a list of activities and events in support of diversity and inclusivity.

WForum

In addition to the development of our Culture Committee, a Women's Forum (WForum) was formed to empower women in the workplace and in leadership by providing a space for collective thought, discussion, and growth. This group focuses on promoting and supporting equity and an inclusive workplace. The WForum has brought in numerous female leaders that have shared stories of their journey with our firm for personal and professional development. Meetings and guest speakers are ongoing.

Transparency

In 2022, SWBR committed to pursuing a Just Label through the International Living Future Institute (ILFI) and in 2023 we are pleased to share our status as a Just Organization.

A Just Label is a voluntary transparency tool to measure our commitment to being a socially just and equitable organization.

Just provides a transparency platform for participating companies to evaluate their policies and establish strategies to create a more "socially just, culturally rich, and ecologically restorative world." The program assesses areas of diversity and inclusion, equity, employee health, employee benefits, stewardship, and purchasing & supply chain.

Through this platform, organizations disclose information about their operations, including how they treat their employees and where they make financial and community investments. This work has enriched our policies as well as our commitment to social equity and enhancing employee engagement.

The Just Label is a "nutrition label" that summarizes how participating organizations are performing and where we must continue to improve.

Just.

Organization Name: SWBR
Organization Type: Architecture
Headquarters: Rochester, New York
Number of Employees: 118

Social Justice Indicators:

Diversity & Inclusion

- ■ □ □ Gender Diversity
- □ □ □ Ethnic Diversity
- □ □ □ Inclusion
- ■ ■ ■ Engagement

Employee Benefits

- ■ □ □ Health Care
- □ □ □ Retirement Provision
- ■ ■ □ Family/Medical Leave
- ■ □ □ Training/Education

Equity

- ■ ■ ■ Full-Time Employment
- ■ ■ ■ Pay-Scale Equity
- □ □ □ Freedom of Association
- ■ □ □ Living Wage
- ■ ■ □ Gender Pay Equity

Stewardship

- □ □ □ Local Communities
- □ □ □ Volunteering
- □ □ □ Animal Welfare
- ■ ■ □ Charitable Giving
- ■ □ □ Positive Products

Employee Health

- □ □ □ Physical Health
- ■ ■ ■ Well-Being

Purchasing & Supply Chain

- □ □ □ Equitable Purchasing
- ■ □ □ Supply Chain

THE SOCIAL JUSTICE LABEL 2.0

SWB-001

EXP. 06/01/2025



Sustainability In Our Community

Sustainability In Our Community

Sustainable design is not only good for the environment — it also positively impacts our clients, community, and future.



Education

SWBR supports and engages in programs that improve and enhance diversity in the architecture and design professions.

Student Shadow Days

SWBR has welcomed many students over its 50+ years. Debuting in 2023, we are developing a curriculum for a formal, twice a year “shadow day” in support of high school students interested in a design career. We plan to have 12 students shadow each day, showcasing the breadth of services of our firm and the value of the design profession, intending to improve students’ understanding of careers in design and shape a better, more diverse future for our profession.

Support through Scholarships

SWBR contributes to several scholarships in the Rochester area, such as M&T Bank / MCC Foundation, The Architectural Foundation of Greater Rochester / Scholarship Fund Donation, the Urban League of Rochester Black Scholars, Rochester Area Community Foundation, Nautilus Scholarship Fund, and Swinging Fore Scholarships.

Speaking Engagements

Our Sustainable Design professionals share SWBR’s expertise with our clients and community. We believe education is critical as we work to reduce the built environment’s impacts on climate.

SWBR’s expertise is represented in many organizations sharing a sustainable design mission, including our regional AIA Committee on the Environment chapters, Rochester’s



Mentorship

Team members volunteer with the ACE Mentor Program of America — designed to attract high school students into pursuing careers in the Architecture, Construction and Engineering industry, including skilled trades.



Building Relationships

We participate in mentoring opportunities at institutions that include RIT and Syracuse University. These relationships foster mentoring and recruitment opportunities while providing students access to practicing design professionals and portfolio and interview preparation opportunities.

Sustainability In Our Community

Climate Solutions Accelerator and community boards.

In the coming year, SWBR will be engaged in events including a task force for “Energy Consumption/Conservation” in Affordable Housing and a day-long “Reconnecting Neighbors and Communities” event.

At the 2023 Living Futures Conference, SWBR co-presented “Healing the Damages of the Past with a focus on Core Principals and Process” in a Justice + Belonging Workshop focusing on the journey to-date of the Albany Riverfront Collaborative, a grassroots 501c.3 working to heal the damages to Albany, NY, its communities and natural systems. These efforts were also presented at the 2023 New York State Green Building Conference in a panel session on highway/freeway removal and reconnecting communities, addressing equity, architectural, landscape, planning, legal, and public engagement, in large cities across New York State.

Local Impact

Giving back to the communities that we live and work in is important to SWBR. We support corporate social responsibility initiatives and individual employee interest areas outside the workplace. We engage and support many positive efforts in our community and serve a wide range of organizations and boards.

We enjoy student mentorship and not-for-profit efforts. SWBR’s collective list of community involvement touches over 100 different community groups, agencies, and events across New York State.

SWBR enjoys volunteering and we support community organizations that also support justice, equity, diversity, and inclusion. We actively support organizations such as the United Way, coordinating a team annually on the Day of Caring, and the American Heart Association, for which we raise funds and join in the Heart Walk.

We have supported the following recent events:

- Teen Empowerment’s “Inspire Luncheon”
- Rescue Mission’s “Ride and Run for the Rescue”
- Product Runway for the Center for Youth
- DePaul’s Holiday Helpers
- Volunteers of America’s Children Center Hat & Glove Drive
- Pedaling for PathStone

Whenever possible, we give back through guest lectures, participation in critiques, volunteering, and engaging in community activities such as building urban parks.

SWBR is engaged with dynamic initiatives that include the Climate Solution Accelerator of the Genesee-Finger Lakes Region. This organization seeks to create a healthier, more equitable, and environmentally sustainable community in a 9-county region surrounding Rochester to reduce/eliminate greenhouse gas emissions and address the effects of climate change.

Our Syracuse office is engaged in advancing sustainability initiatives in the Syracuse region through Earth Week events and an all-electric vehicle car show. This year, in 2023, Sustainable Manlius will be hosting a second Earth Week event that will shuttle people via electric buses due to last year’s high attendance.

Community Engagement

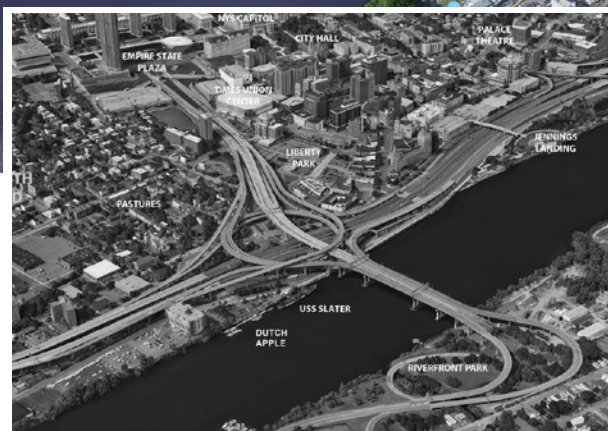
We believe it’s our responsibility to design not just a sustainable, but a thriving future. To that end, our teams engage in many professional and community organizations to support sustainable and socially just initiatives. Our recent community engagement efforts range from an intimate public “Parklet” intervention to the broad re-envisioning of an urban riverfront.

PARKlets are public seating platforms that convert curbside parking spaces into vibrant community spaces.

PARKlets

Parklets for the People of Syracuse was started by local Syracuse entrepreneur Michael John Heagerty with a goal to raise money to build “PARKlets” for Syracuse businesses, along with assisting business amid the Covid-19 Pandemic. PARKlets are public seating platforms that convert curbside parking spaces into vibrant community spaces. The movement is the product of a collaboration between the city, local businesses, residents, and neighborhood associations to help revive Syracuse’s downtown area amid Covid-19. The mobile outdoor seating option was a way for local businesses and restaurants to expand their dining space during the pandemic. The first PARKlet was installed at Kitty Hoynes Irish Pub in downtown Syracuse. Employees from SWBR’s Syracuse office have been working with Michael and the City of Syracuse to help bring the parklets to city businesses, including the restaurant located in the same building as our Syracuse office.





CONGRESS FOR NEW URBANISM MERIT AWARD

Albany Riverfront Project

Aimed at replacing Interstate 787 with walkable boulevards and connected neighborhoods. Removing the aging I-787 highway will shift priorities away from the car and back to the community inhabitants, establishing a sense of place and pride, and reconnecting them to the natural assets of the City.



External Impact

Albany Riverfront Project

SWBR is honored to be a part of the Albany Riverfront Collaborative - a team of volunteers working to reconnect the various neighborhoods of Albany, New York, with each other and with the Albany waterfront. By engaging with neighborhood groups, building coalitions, creating conceptual scenarios and renderings, fostering excitement through discussions, and working with political decision-makers, the Collaborative has re-imagined Albany without Interstate 787 and re-envisioned a city with walkable, complete, connected, and diverse neighborhoods. This new urban "fabric" has the potential to reclaim 92 acres, generate over \$300 million in revenue for the city over 20 years, produce over 3,000 new jobs and over

3,700 new residences, while reducing 35,000 tons of CO2 emissions, planting 6,500 trees and better integrating sustainable strategies within a well-loved, flexible and co-created urban environment.

The study has assembled a coalition of multiple groups with varying interests in an iterative process of community engagement, empowerment, and self-determination. The work of the Collaborative enabled Assemblyperson Patricia Fahy to increase the budget for the design study of the \$1B project from \$1.5 million to \$5 million. Their efforts have earned regional, national, and international recognition.



In Closing

In Closing

As SWBR publishes this Sustainability Action Plan, we're excited to see the progress we have made and energized as we endeavor to improve.

We are stewards of the built environment that place high importance on design, sustainability, building performance, and positively impacting lives in our practice, office, and community.



SWBR

Sustainability Action Plan
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