

The background image shows a modern, multi-story building with a light-colored facade and a prominent pergola structure. In the foreground, there are several bicycles parked on a paved area. To the left, there are palm trees and a street lamp. The overall scene is bright and sunny, suggesting a warm climate.

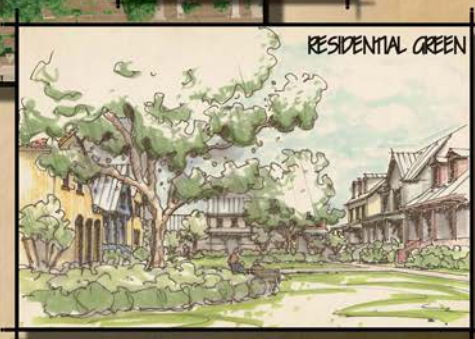
# EnSite, Inc. EnRichment Report

2018

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OF  
MOBILITY  
AND  
PLACE



# +PREFACE

A MESSAGE FROM OUR LEADERSHIP

**E**nSite was born from the unique business model that enables our clients to enjoy the talent, assets and results of a large firm, but with the competitive fees and top-notch personalized service of a small team. We started with a people-centric culture from day one—treating our team like family and our customers as guests; this culture was implemented in the heart of the worst recession our country has seen in almost a century. The attitude has been contagious, and we believe our community has seen, and continues to deserve the benefits of our approach.

What does it mean to be good corporate citizen? For us, externally, and as parents and growing families, we often think about how our current decisions will impact the future. Therefore, we consider each professional project in its broader context. In the office, we laugh, eat, and exercise together - and we strive to empower each teammate to grow. For the past 13 years, EnSite has been serving the Southwest Florida community under this mantra. In 2015, our tenth year in business, we started measuring our impact on our community. This inaugural report reflects on the past ten years and with equal anticipation of what the future holds.

In retrospect, we are amazed to find what can be accomplished with Corporate Social Responsibility (CSR). We have learned it is not vertical; it's horizontal and a part of our culture over time. As we expand and formalize our CSR framework throughout 2018 and beyond, we look forward to learning more about our ties to the local and regional network of business. All clichés aside, we believe commitment to improving our world is the right thing. The reality is that small business has large potential to lead Southwest Florida to betterment and we are proud to be included in that future. Small businesses of less than 20 full time employees make up 90% of the Southwest Florida economy. By sharing this report, we hope other businesses understand how their service to the community makes significant impact for the long-term success of our region.

We have seen great benefits from our Enrichment program, which allows employees up to 10% of their work hours for Volunteer Time Off (VTO). It makes everyone happier and gives more than **1,800 HOURS** of help to local organizations annually.

Welcome to the 2018 EnSite EnRichment Report. We hope you spend some time learning about all the unique ways in which we dedicate ourselves to the triple bottom line of People, Planet, and Profit. Our families, team, and customers are our heart and soul and what drive us, day in and day out, to make Southwest Florida the best place to live, work, learn, and play!



Brian Smith, Matthew Horton, Jonathan Romine

*[Handwritten signatures of Brian Smith, Matthew Horton, and Jonathan Romine]*

# +HIGHLIGHTS

**W**e documented, measured, and analyzed our work for the three pillars of the triple bottom line of CSR culture: **PEOPLE, PLANET AND PROFIT**. Our findings inform decisions and our plan for the future, and the findings have revealed encouraging data. We learned about what is important to us, what influences us, and what drives the success of our professional goals and our business. Here are some examples of what we found:

## 2,775+

HOURS OF VOLUNTEER TIME TO SUPPORT CAUSES WE ARE PASSIONATE ABOUT.



80% OF VOLUNTEER TIME SPENT WITH COMMUNITY DEVELOPMENT PROJECTS.

DONATED SERVICES TO LOCAL NONPROFITS FOR FUNDRAISERS, HAS RAISED

## \$40K



## \$34.5K

IN SUPPORT LOCAL CHARITIES WITH COMMON GOALS.

THE NUMBER OF OUR PROJECTS WHICH USE NATIVE PLANTS IS MORE THAN

## 11X



THE NUMBER OF WORK THAT USES NON-NATIVE SPECIES.



## 100K+

STUDENTS ALREADY INFLUENCED BY ENSITE WORK, AND INCREASING DAILY.

## 22%



DECLINE IN OFFICE MATERIAL CONSUMPTION OF OUR BUSINESS.



## 85%

OF OUR MEDIA OUTREACH GEARED TO RAISE COMMUNITY AWARENESS FOR ALL AGES.

# +WHO IS ENSITE

INTRODUCING THE COMPANY

**E**nSite is a multidisciplinary consulting firm providing landscape architecture, engineering, and planning services to both public and private entities. Our compact team includes landscape architects, engineers, urban and regional planners, economists, CAD technicians, and designers.



## VALUES

All our teammates share a set of core values centering around a passion for sustainable principles and social responsibility. As professionals and as a company, we consistently seek innovative design solutions for spatial and material challenges. Our goal has always been to provide a balance of social equity, environmental sensitivity, and economic viability and we continue to manifest this balance.

## VISION

Like 92% of businesses in Southwest Florida, we have less than 20 full time employees. This means that our small team is dynamic and busy, yet we all find time to be involved in our community. From mentorship, to coaching youth basketball, to tree planting, our team invests hours

in its passions. We have witnessed how small companies like ourselves have an enormous potential to affect change in Southwest Florida.

## PURPOSE

It is the driving force behind all that we do. It is foundational to our broad network of impact. Our purpose is to improve our world through sustainability at every level of life, work, and play. With that in mind, we routinely examine our passions and our activities, in an exercise that inherently grows our work through awareness and perspective. The following data from our company and our lives is exactly that – an assessment of how we are impacting the world we live in and a chance to make discoveries about success and needed improvement.





## + INDUSTRY ASSOCIATIONS

These organizations develop and maintain codes of ethics, provide educational opportunities for members, engage with different levels of government, and elevate the relevance and resiliency of our professions.

American Society of  
Landscape Architects

Landscape  
Architecture  
Foundation

American Institute of  
Certified Planners

American Planning  
Association

Florida Board  
of Professional  
Engineers

Florida Engineering  
Society

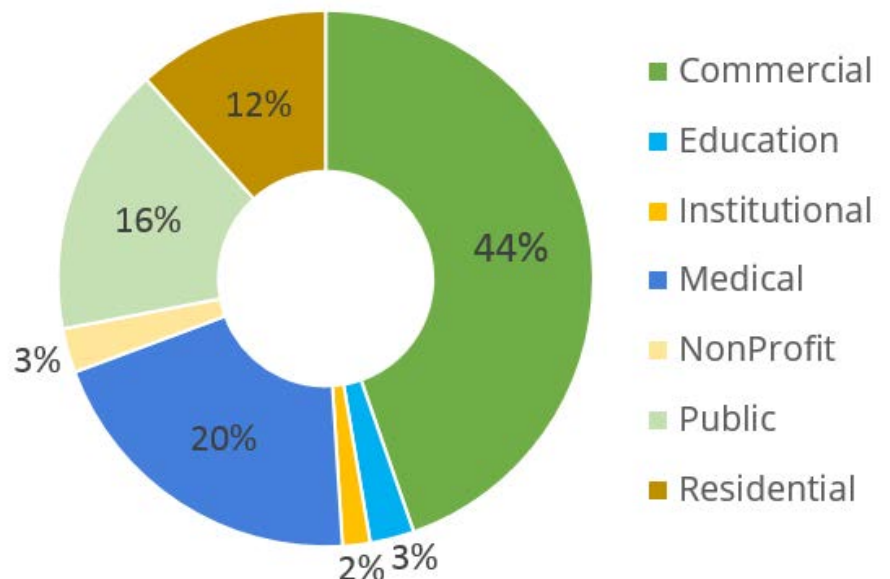
American Public  
Works Association

Congress for the  
New Urbanism



## + BUSINESS DISTRIBUTION

EnSite operates in numerous markets meaning that our values, vision, and purpose function through multiple channels.



# +INTRODUCTION TO CSR

## THE TRIPLE BOTTOM LINE

Well-constructed and managed CSR programs can increase revenue by as much as 20%, command price premiums up to 20%, and increase customer commitment by as much as 60%.

- Frontstream, leading management company that guides non profits and foundations, [www.frontstream.com](http://www.frontstream.com).

**S**ustainability and responsibility are two philosophies that combine to be the driving force behind EnSite's core values and what lead us to care for people, planet, and profit. These principles are what define our Corporate Social Responsibility model.

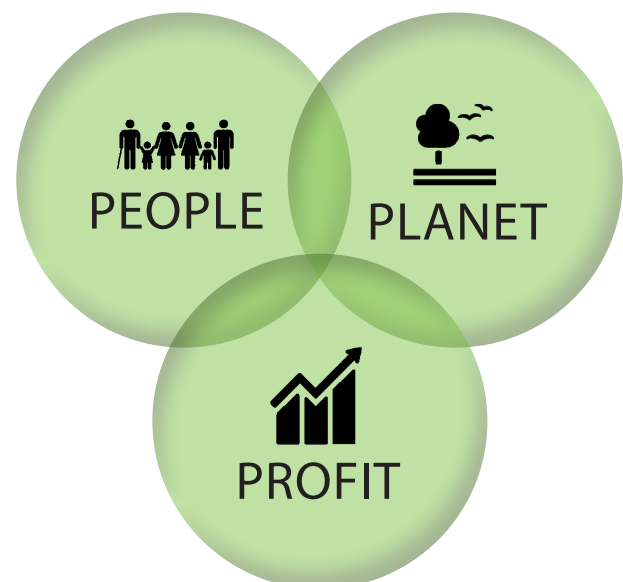
Sustainability can mean different things to different people, but the very essence of the theory and action is balance. Sustainability describes the relationship between the now and the future. It is not an idea that should be compartmentalized or polarizing. Functional, sustainable practice relates to every aspect of our human networks - through government, resource management, education, economics, housing, and more.

Here at EnSite we lead sustainable lives in our office, in our homes, and in our work. For a landscape architecture, engineering, and planning firm like EnSite, the framework of sustainability is achieved with innovative yet balanced solutions which uphold the principles of our triple-bottom line (TBL); **PEOPLE, PLANET, and PROFIT**. A business connected to healthy social, environmental, and economic systems is a sustainable business model.

CSR is a tool for achieving sustainability through focusing on the triple bottom line. CSR means that the company is held accountable — to itself, its stakeholders, and its community. Practicing Corporate Social Responsibility brings

consciousness to any size company of its social, environmental, and economic impacts. CSR is about going beyond the minimum legal requirements and obligations to address the needs of our specific network.

Basing company structure on CSR principles means that a company operates in ways that enhance the health and welfare of society and contribute to the care of the environment, through the normal course of successful business. The model is cyclical and it helps a business be sustainable in a broad context- both locally and regionally. This model is economically resilient and ties responsible practice directly to profit.



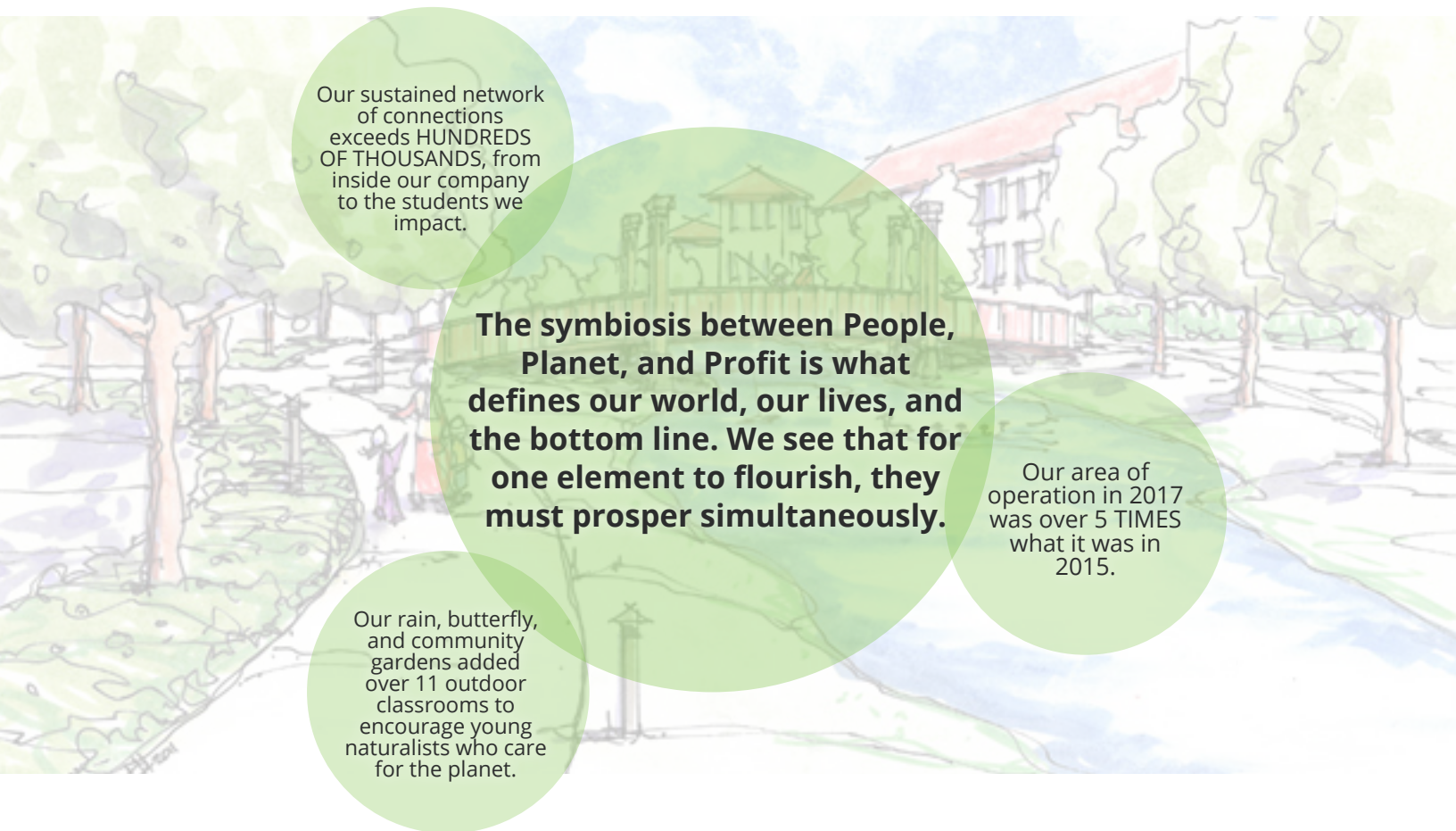


## + TRIPLE BOTTOM LINE

In typical EnSite style, we have seen this moment in our progress as an opportunity to investigate, research, and share our framework of measurement. Hence, the EnSite, Inc. EnRichment Report examines Corporate Social Responsibility (CSR) data from 2015 through 2017 to determine our impacts on the *people* we influence, the *planet* we affect, and the *profits* we generate. As a team, we have worked to identify the needs of each of these three pillars, so we may incorporate goals into our triple-bottom line. This report demonstrates & clarifies how CSR culture is conducted and measured, and illustrates its connection to healthy people, sustainable places, and economic stability.

At EnSite, our bottom line is not just a focus on surplus or loss, it's about the connection between all elements of the equation – a balanced context. We seek relationships of value between the people and the planet we affect, and the profit we generate. We do all of this with a bigger picture in mind, which is the philosophy behind the triple bottom line (TBL).

**The TBL is not just a philosophy for mega corporations and large entrepreneurial ventures.** The approach is integral for small and medium enterprises to embrace. In Southwest Florida, with the currently low amount of large-scale employers, the responsibility of the triple bottom line is ours; the TBL is all about interconnectedness.



Our sustained network of connections exceeds HUNDREDS OF THOUSANDS, from inside our company to the students we impact.

**The symbiosis between People, Planet, and Profit is what defines our world, our lives, and the bottom line. We see that for one element to flourish, they must prosper simultaneously.**

Our rain, butterfly, and community gardens added over 11 outdoor classrooms to encourage young naturalists who care for the planet.

Our area of operation in 2017 was over 5 TIMES what it was in 2015.

# +FRAMEWORK



Source: [sustainabledevelopment.un.org](https://sustainabledevelopment.un.org)

In 2015, 193 countries agreed to 17 Sustainable Development Goals (SDGs) with broad ambitions in the face of climate change, poverty, and inequality. This framework acted as a starting point toward a sustainable future for the largest cities and urban regions in the world. This wide endeavor should not be limited to our major urban centers. The goals established rely on the unity of many small entities. EnSite's CSR report uses the SDG gold standard and individual targets of sustainability, as an outline to analyze and measure company goals.

With the SDGs as a framework for methodology, this report can attribute data about ourselves and our business to meeting certain goals. Our goals are specific to who we are and what we do. Just like big business such as IBM, Patagonia, Hunter Industries, and Philips have been doing since the release of the SDGs in 2015, we compared ourselves to the entire network. Yet while local and global, or corporate and small business can be different, their parameters are often aligned. It makes sense for localized business to look at global leadership and consider how to reflect SDGs in professional practice and daily life. We can think of the SDG terminology as a way to label and identify spatial relationships so they complete a whole place.



The SDG pillars that define the goals of any organization can vary depending on the place, the organization structure and purpose, or a wide array of other variables. For Southwest Florida, attainable housing, living wage, diversity, and skilled workforce retention are some of the many challenges the region faces. No single initiative or group can address these pressing issues alone; **a collaborative and targeted approach is becoming increasingly necessary**. For EnSite, the SDGs were chosen based on this regional need, what we are personally passionate about, and what influences the continued success of our professional practice. Using the definitions and principles of the SDG pillars, as outlined by the United Nations, we worked to identify our own goals, get organized, and be relevant to the larger ongoing conversation.



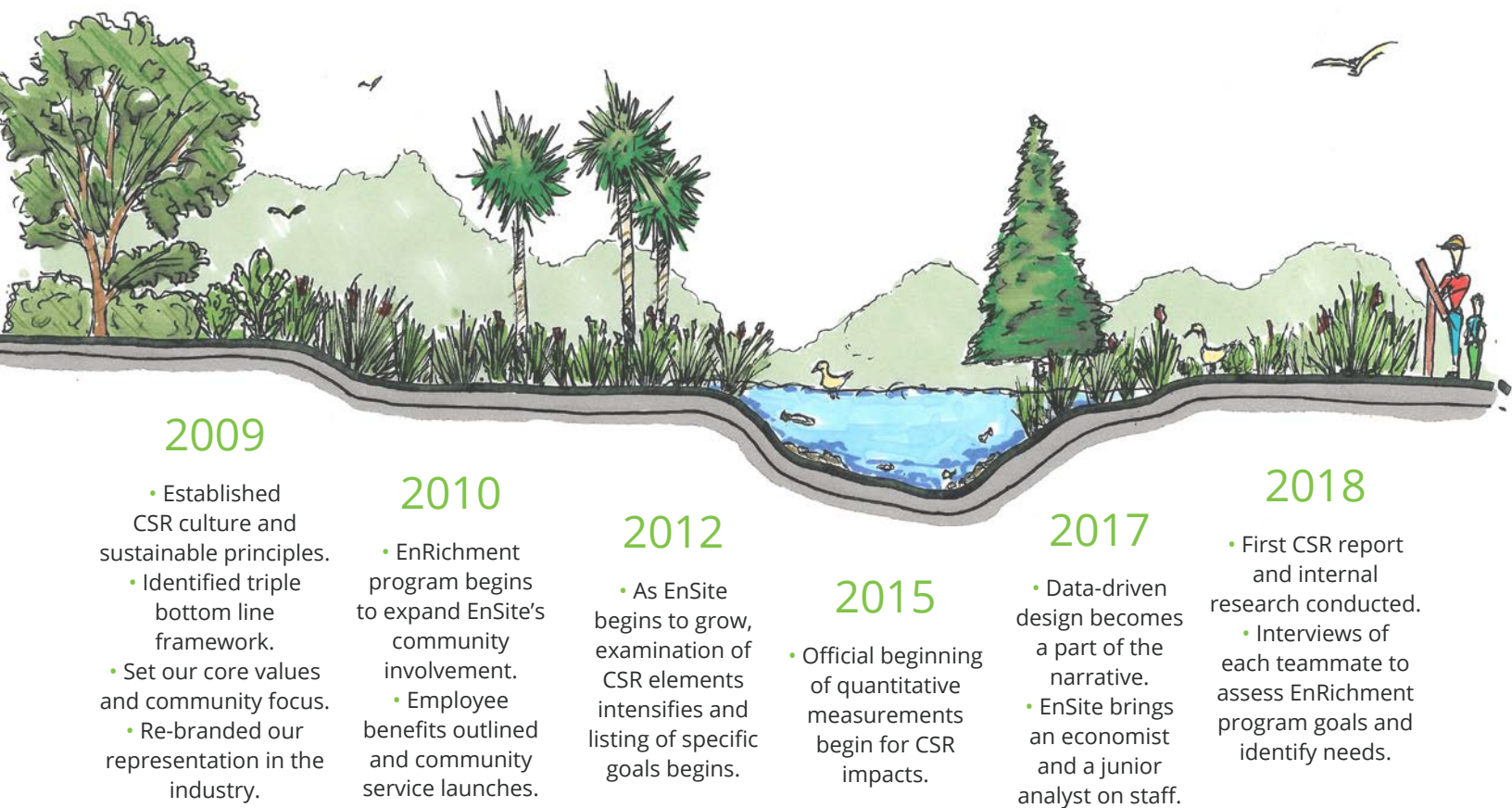
EnSite's work for People, Planet, and Place directly supports 12 out of 17 Sustainable Development Goals.

# + METHODOLOGY

## DATA AND APPLICATION

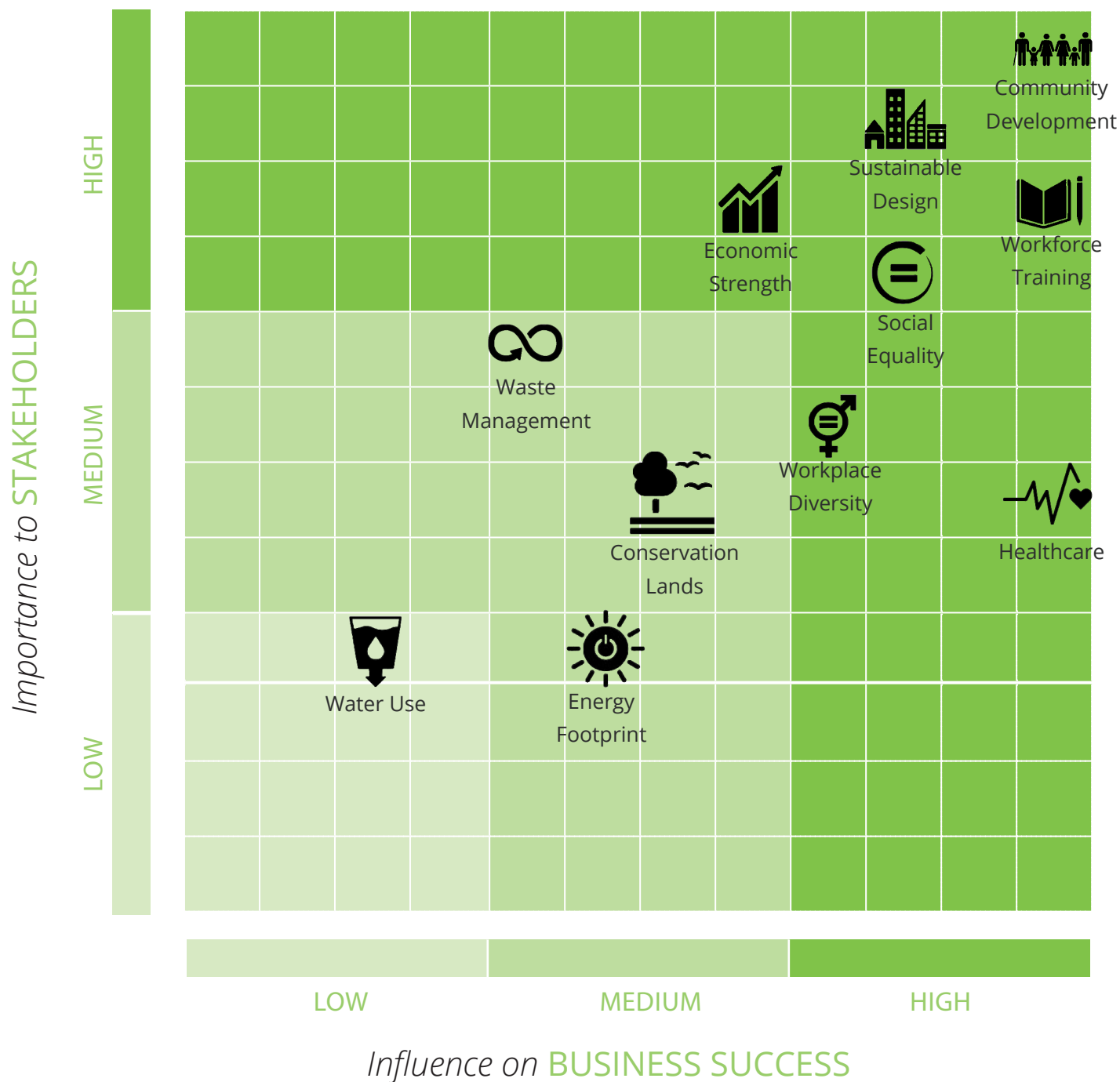
**D**uring June 2018, we spoke with each of our teammates to survey our CSR culture. We discussed the benefits from our EnRichment program with each person to learn what they value most. We learned about individual passion and what resources are needed from EnSite to empower personal goals. We went to our project management software to gather quantitative data about time and resources. We went to our financial software to look at investment and expenses. We tallied up data about our usage, our consumption, and our footprint. We took time to move from brainstorming to research, in order to examine what we need as a company and the needs of our surrounding communities. We used geographic information system technology, statistics, and interviews to fully explore the broader context. The details of what we discovered are outlined for future replication and improvement.

We also examined the development of CSR culture over time. By analyzing the timeline, we learned more about what we see today. Learning from our history, we were able to make statements about how our commitment is placed, how we invest, and where we get involved in the community. It became clear that our process of researching and mapping CSR culture could be repeated in the future.





## + MATERIALITY MATRIX



We conducted interviews and CSR survey with the teammates of EnSite, including leadership. Then, we hit the books to figure out what elements drive our individual and business success. The results of

these inquiries are reflected in this matrix. While ALL these elements were important and influential, they are compared to each other to create weighted relationships.

## Cameron Cecil

Permit Coordinator



"One of the best things about CSR culture is the family-like environment that it creates. It encourages people to pursue what they are passionate about. It makes anything possible..."



## Brent Kettler

Director of Research...



"I think we can build more bridges that connect people through CSR culture. Issues like mental health and immigration have immediate impacts to local and regional life..."



## Brent Gibson

Lead Designer



"My favorite thing about coaching is that the foundation is in personal relationships. If any kid is struggling, the coaching staff or organization can reach out and help..."



## Gary Walker

CAD Technician



"CSR culture also takes place at home, because supportive office policy allows more scheduled time for family and has an influence on how we raise our children..."



## Frankie Nater

Junior Analyst



"I believe that education is the great equalizer and that CSR culture is a path to better access to education at large. We can begin to break down barriers through mentorship..."



## RoseMarie Fusco

Urban Planner



"It can be impossible to find extra time in life. Thanks to the VTO program, I am able to volunteer with Conservation Parks, something profoundly important to this region..."







**A**t EnSite, we engage a wide spectrum of stakeholders through both business and community service and we have relationships with vendors and subcontractors in various industries. Additionally, with staff who are actively engaged in many social, environmental, and educational non-profit ventures throughout our various communities - EnSite has a wide radius of connectivity. Whether we are alongside our employees, customers, vendors, community members, students, or others, we understand our responsibility is to positively impact those with whom we interact. Continued investment in the development, health, safety, and well-being of all our internal and external stakeholders is paramount and maintains our priorities; working with the community is vital to our purpose.



## +INTERNAL



### +Employee Volunteer Program

We believe our employees should give their time to a cause of their choice. Offering a Volunteer Time Off (VTO) benefit is one way that we demonstrate our support. Through VTO, our hourly employees can use paid work time to volunteer with nonprofit community organizations.

Each employee is allowed up to 10% of their work hours for VTO. That's more than 1,800 hours in annual volunteer time for local organizations.





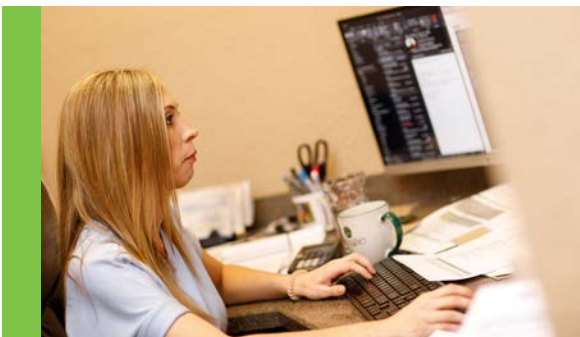
## + Wellness Program

Because our team is our most valuable resource - caring for wellness is paramount. Through internal interviews, it was discovered that physical and mental health is a priority for everyone; without a strong wellness foundation, other growth is limited.

100+ hours annually per person spent in our wellness space, on activities like weightlifting, vinyasas, or just somersaults.

EnSite offers group workout sessions with a professional trainer, twice a week, for all the teammates who want to jump in!

Over \$9,500 invested in overall wellness in last three years.

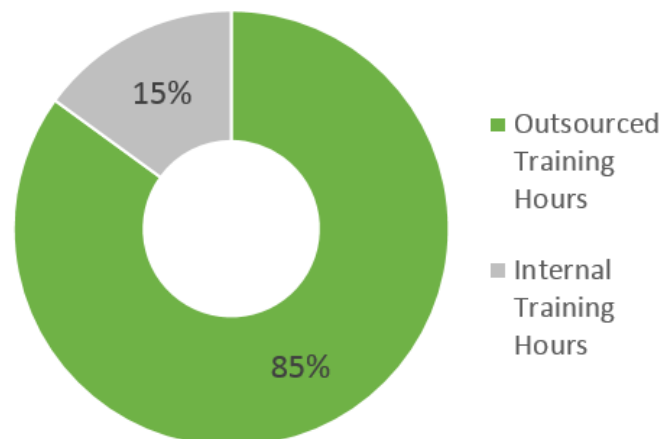


## + Empowering employees through personal and professional growth

By sharing professional experience, employing interns, and allowing scheduling flexibility for employees who pursue certifications or degrees - we empower our team to embrace change, attain new skills, take risks, and maximize their potential.

WE INVESTED OVER \$700 IN TRAINING AND EDUCATION, PER EMPLOYEE, OVER THE PAST THREE YEARS - SUPPORTING JOBS INTERNALLY AND EXTERNALLY.

Training expenses continue to increase, doubling last year alone.



## +EXTERNAL

MENTORSHIP, COACHING, AND EDUCATION



**A**s Southwest Florida grows, in population and in social infrastructure, the local workforce needs to be equipped with the skills necessary to fill new jobs that arise. At EnSite we know that this starts with giving to students from kindergarten through 12th grade, which is why we work with local organizations that help develop a more prepared workforce. Therefore, in addition to our commitment to our employees and stakeholders, we are engaged in many service organizations and projects outside of work. Job growth in Southwest Florida increased by 20.6% in 2017, outpacing the national growth rate of 12.7%. EnSite has a history of participating in small business leadership coalitions and devoted the majority of our 2017 volunteer hours to encouraging professional development in students, because we see that opportunity as our regional product.

## COMMUNITY INVOLVEMENT

Alliance for the Arts

Big Brothers Big Sisters

Bigger than Basketball

Florida Gulf Coast University

Foundation for Lee County Public Schools

Friends of Fakahatchee Strand

FutureMakers Coalition

HealthyLee

IMAG History and Science Center

Southwest Florida Community Foundation

STEM Team of SWFL

Take Stock In Children

The Rotary Club of Cape Coral

The Rotary Club of Fort Myers South

University of Florida

Women in Science and Engineering

YMCA



We have been fortunate to complete **4** long-term, high school through career **mentorships**.



## Our work with people doesn't stop there.



“Alliance for the Arts is the linchpin of the arts and culture industry in Southwest Florida. Their mission is to connect people to the arts and to each other. EnSite shares this goal and has collaborated with the Alliance to support the freedom to create art.”



“FutureMakers Coalition was created to align the knowledge and skills needed to make our regional workforce more successful in life and in the workplace. EnSite collaborates with the coalition through multiple nexus points, to create a more informed and educated workforce.”



“Take Stock in Children offers local at risk children the opportunity to learn from mentors in our community as well as receive tuition scholarships to secondary schools around Florida. EnSite gets involved by offering mentorship to students that receive this scholarship.”



“EnSite's focus on STEM began with the belief that students need more opportunities in the areas of Science, Technology, Engineering, and Math related fields. STEM Initiatives are a collaboration between the Foundation and the School District of Lee County and funded with the generosity of business partners.”



“Bigger Than Basketball promotes the development of young basketball players while encouraging sportsmanship, academic excellence, character, leadership and overall well-being. In addition to basketball, we are committed to giving back to our community through outreach, tutoring and other events that inspire our youth.”



“Big Brothers Big Sisters is a volunteer-driven non-profit that believes every child facing adversity deserves the chance to achieve success in life through one to one relationships. EnSite participates on the board of the local BBBS chapter and participates in long-term mentorships.”



“IMAG History & Science Center is a hands-on science and aquarium museum in Fort Myers, Florida. Previously the Imaginarium, this campus brings natural science to people of all ages. EnSite was honored to design the campus and grounds to facilitate group learning and human experience.”



“EnSite is committed to working with the Lee County School District to bring environmental education to children at an early age, with hands-on experience in the outdoors and encouragement for interest in the natural world. We have designed 12 outdoor classrooms for K-12 Education in the past ten years.”

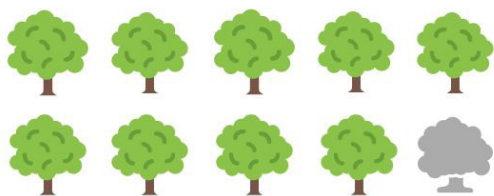


## +PLANET

THE LONGEVITY



**W**e understand that our professional work has both positive and negative impacts on our planet. As stewards of developed and undeveloped land, and all the inhabitants within, there is a deep responsibility to mitigate and minimize negative repercussions. **That is why over 90 % of all our land planning and permitting work incorporates landscape features, like native retention areas, which naturally maintain a clean ecosystem.** As professionals, we follow the American Society of Landscape Architects (ASLA) Code of Environmental Ethics, which focuses efforts through the scope of practice on the following tenets:



# 92%

### OF OUR PROJECTS ARE DESIGNED WITH NATIVE PLANT SPECIES.

Restoring native plant habitat is vital to preserving biodiversity, plus native plants are simply more efficient for water use and pest management.

*The health and well-being of biological systems and their integrity are essential to sustain human well-being.*

*Future generations have a right to the same environmental assets and ecological aesthetic as presently exist.*

*Long-term economic survival is dependent upon the natural environment.*

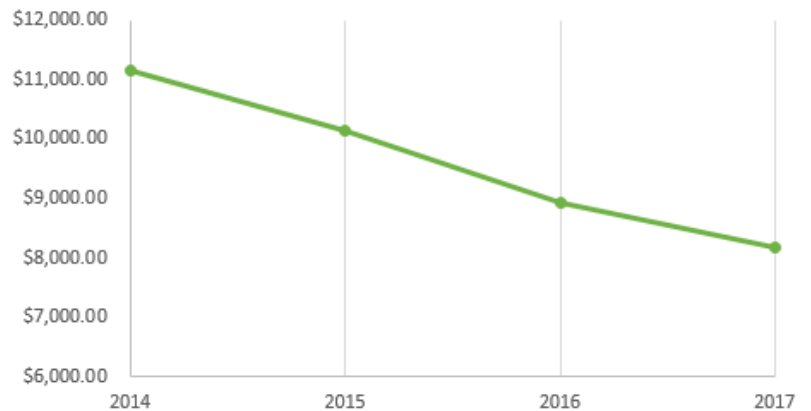
*Environmental stewardship is essential to maintain a healthy environment and a high quality of life for the earth.*

[www.asla.org](http://www.asla.org)



We continually analyze and monitor our operating impacts and make decisions that decrease our resource consumption and impact.

#### DECREASE IN OFFICE FOOTPRINT AND MATERIAL EXPENDITURE



#### OUR CHOICES

- ✓ fuel efficient vehicles
- ✓ smart commuting
- ✓ informed consumerism
- ✓ loving the planet with family
- ✓ environmental activism



#### OFFICE LIFE

- ✓ no volatile materials in office
- ✓ water management devices
- ✓ intelligent recycling program
- ✓ renewable material usage
- ✓ sustainable forestry paper



#### PROFESSIONAL WORK

- ✓ stormwater management
- ✓ upcycled material use
- ✓ natural filtering systems
- ✓ tree and native plant health
- ✓ solar power integration



#### CLIENT RELATIONS

- ✓ low impact development
- ✓ clean industry
- ✓ smart land-use
- ✓ informed decision-making
- ✓ promote sustainability

**OUR WORK HAS CONTRIBUTED OVER 150,000 NEW PLANTINGS TO SOUTHWEST FLORIDA**

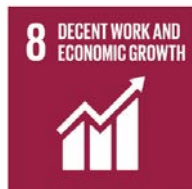


Using filters and drinking glasses in the EnSite office means **NO BOTTLED WATER, EVER.**





## +PROFIT THE DRIVER

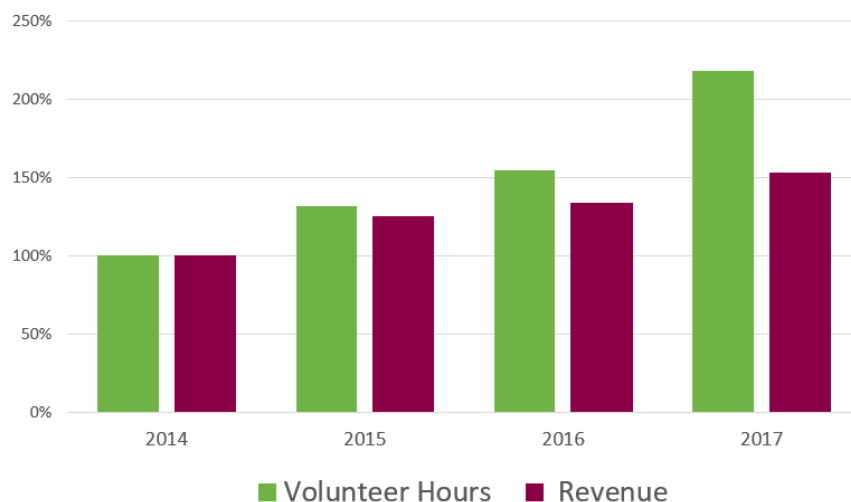


**S**table Return On Investment (ROI) is not only vital for the stability and growth of EnSite, but also for the vitality of our community. Investing our time and money in our community helps build a sustainable future. To achieve our core goals and support our business culture, we strive to push place-making and longevity through all our projects. Internally, we value fair and equal wages, and general wealth distribution. In the examination conducted for this report, it was found that business success, personal fulfillment, and civic well-being are directly correlated.

For EnSite to have opportunities to make positive impact, we must be profitable as a company. In profits, EnSite will find the growth necessary to support and lead the community to a more sustainable future. The triple bottom line philosophy is essential to small businesses, as well as the region. Finding a balance that includes profitability will support regional infrastructure and economic stability.

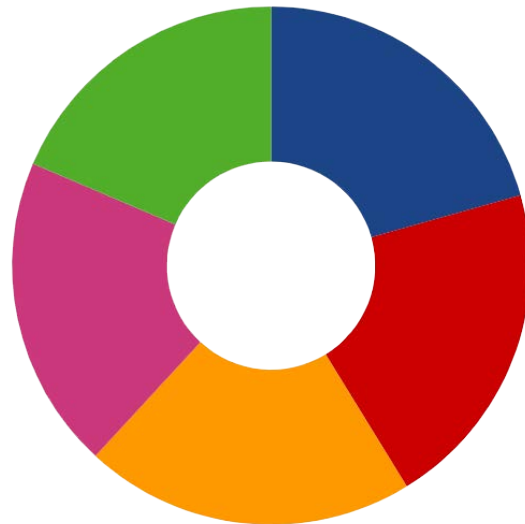
Using 2014 as a baseline, we have **DOUBLED** our annual Volunteer Hours while seeing a **53%** increase in revenue from 2014-2017.

### VOLUNTEER HOURS & BUSINESS REVENUE GROWTH RATE



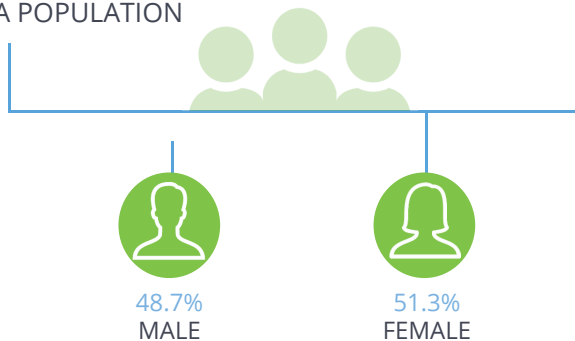
## + Top 5 Influences on EnSite's Business Success

After hitting the books, it was found that these 5 contributors have the most overall influence on EnSite's economic stability, being almost evenly weighted. During day to day operations, focus on contributing elements is necessary for our success.



If a small and growing company like EnSite can have such a large circle of connections, and can impact over a hundred thousand students perpetually, think of the possibilities for the region if all business worked together through CSR. By sharing this report, it is our hope that other businesses understand how their important service to the community can make a significant impact for the long term success of the places we live.

**2,197,439**  
TOTAL SOUTHWEST  
FLORIDA POPULATION



**100,678**

**BUSINESS ESTABLISHMENTS SERVE  
SOUTHWEST FLORIDA.**

**924,427**

**PEOPLE ARE EMPLOYED IN SOUTHWEST  
FLORIDA.**

Source: GISPlanning - 2018; [www.poweringflorida.com](http://www.poweringflorida.com)

Successful businesses contribute to local and regional economic goals, plus build a stronger and more resilient community.



# +LOOKING FORWARD

THE FUTURE...WHAT MATTERS MOST




**O**ur hope is that while leading by example, through transparency and open source information, we will inspire similar efforts by our customers, vendors, and competitors in the diverse industries we serve. We envision that our CSR work within our community will inspire and promote further action toward the common, communal goal of sustainability. We are looking forward to referencing this study in the future when we return to the representative methodology used here. We believe that what we measure as a company will show what we pay most attention to. In return, we will expand the things we do right and eliminate the practices that don't contribute, in an effort to grow a sustainable, triple bottom line.

Eighty-seven percent of consumers said they'd purchase a product because a company advocated for an issue they cared about.

- 2017 Cone Communications CSR Study, [www.conecomm.com](http://www.conecomm.com)



## + Tactics for the future:

-  **Grow CSR strategy.** The truth is that hours spent on CSR can be considered investment. EnSite can use this report to identify which areas of CSR should be expanded.
-  **Use our resources wisely.** Engage in open risk management, such as diversification, low overhead, and efficiency, as a key to both sustainability and good management.
-  **Stay profitable.** Profit makes it possible for a business like EnSite to contribute to the community and to invest in our internal and external workforce.
-  **Emphasize social equity.** In the research for this report we found that social equity has a strong influence on our business success and is one of the most valuable elements to our stakeholders. We plan to explore opportunities to increase social equity through CSR culture.
-  **Do more to support land conservation.** We want to lead on land use policy by integrating ecosystem and biodiversity values into local planning and development processes.
-  **Use more data.** Utilize data driven design, as a first step in our process, to ensure our work goes beyond best practices, contributes to the field of knowledge, and explores return on investment.
-  **Manage our supply chain.** Better understand our supply chain in order to commit CSR strategy to every level, and deliver the highest quality projects through collaboration with our vendors.
-  **Pursue B-Corp Certification.** Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment.

EnSite, Inc.

2401 First Street

Fort Myers, FL

 239.226.0024

 239.226.0094

info@en-site.com

[www.en-site.com](http://www.en-site.com)

