



Client Enrichment Series

Welcome to today's presentation:

New Tools for the New Workplace

October 26, 2023

The presentation will start at 2:00 pm Eastern

Note: Phones are automatically muted during the presentation. You can send questions to our presentation team via your Q&A pane and team will answer as many questions as possible during the presentation. All questions will be responded to in writing in a formal Q&A document, posted along with the slide deck and session recording, on our website, <http://www.gsa.gov/ces>



New Tools for the New Workplace

October 26, 2023

Presented by:

Office of the Chief Architect, PBS Center of Workplace Strategy

Chuck Hardy, Chief Architect

Jonna Larson, Federal CoWorking Program Manager

Samantha Cioffi, Workplace Strategist



Office of the Chief Information Officer, GSA IT

Ryan Booth, Lead Account Manager/Future of Work



Office of Portfolio Management & Customer Engagement

Valerie Butler, Spatial Data Management Program Manager

Jennifer Feliciano, Acting National Client Executive



Hosted by: **Eric Fulton**, National Program Manager

Workplace at GSA

Workplace Guiding Principles

These principles were created by a coalition of 100 participants from 18 federal agencies as a starting point for organizations when considering their workplace strategies.

Work can be done anywhere, at any time.

Real estate will help us maintain and enhance human connections, but technology will be the primary force that brings work together.

The office is necessary, but its purpose is shifting.

Offices will remain critical to collaborate, connect, access secure resources, and host those who can't or don't want to work from home.

Distributed work is trusted work.

During the pandemic, agencies discovered the positive impacts of telework. Employees will want to continue working wherever it best suits the task at hand.

Hybrid work arrangements benefit both the employee and the organization.

Working from home affords employees scheduling flexibility, opportunities to improve a work-life balance, and cost and time savings from commuting.

Agenda



1. Workplace Innovation Lab
2. Federal Coworking
3. Inventory of Owned and Leased Properties (IOLP)
4. Vacant Space Marketing Sheets
5. Workplace Engagements

Poll Question #1

Have you heard of the following workplace solutions? (check all that apply)

1. The Workplace Innovation Lab (WIL)
2. Federal Coworking
3. Inventory of Owned and Leased Properties (IOLP)
4. Vacant Space Marketing Packages
5. Workplace Engagements





Workplace Innovation Lab (WIL)

Poll Question #2

Has anyone ever been to the WIL at GSA HQ in Washington, DC?

1. Yes - I've reserved space and worked from there
2. Yes - I've toured it
3. No - I've never been there



Workplace Innovation Lab

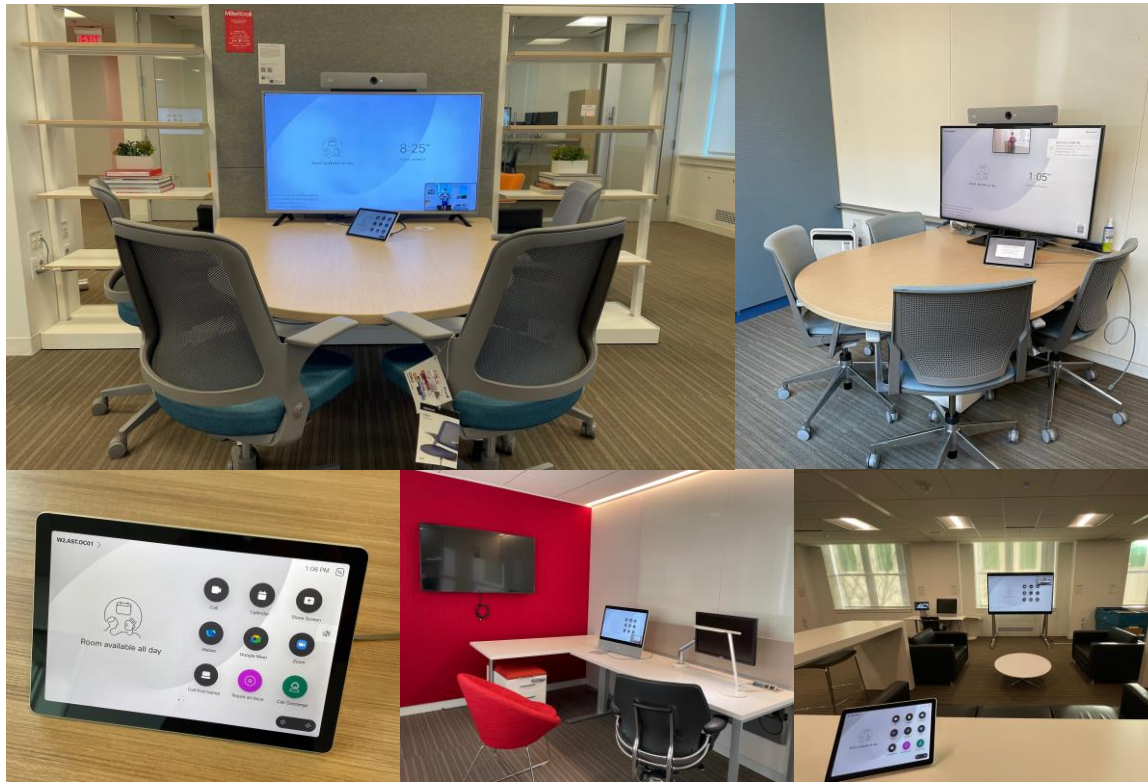


Summary and Goals

- Located on the second floor of GSA Central Office
- One year pilot showcasing **innovations in office design, furniture and tech** to meet the needs of today's hybrid federal workers
- Offers **shared spaces, conference rooms, and office space** divided into **six suites** across ~25,000 square feet
- Serves as a change management tool and to inform all future federal coworking concepts; **data focused**
- Each suite features a **different workspace and furniture layout**
- **No cost and no agreement for federal customers to use** the lab during the calendar year 2023 pilot
- **Joint effort** between PBS, FAS, GSA IT, OAS, OGC



Workplace Innovation Lab – Tech Highlights



Technology Highlights

- WIL customers can easily access **several video conferencing platforms** at the touch of a button:
 - Google, Microsoft Teams, WebEx, Zoom, etc.
- **4K video and high-performance audio** that eliminates common challenges like echo, background noise and distorted sound
- **Digital Collaborative Whiteboarding**
- Dedicated **Booking Application**
- **Dedicated Internet SSID** for WIL Customers, isolated from GSA employee network
- Stadium seating **open collaboration** zones, 55 and 75 inch monitors
- Window **Solar Film**, Power-over-Ethernet LED Lighting and Power-over-Ethernet blinds, WiFi

Workplace Innovation Lab – Data Snapshot

Workplace Innovation Lab: Data Snapshot - As of October 23, 2023

Data from February 6 - October 23, 2023

4.3 out of **5.0** WIL Customer Experience Rating

 **1828** Reservation Application Registered Users
18% **INCREASE** from August 2023

 **3253** Meeting Room Reservations
425 Bookings **INCREASE** from August 2023

84% Would Return to use the Lab in the Future

3599 Individual Desk Reservations



645 Bookings **INCREASE** from August 2023

Tours & Demos

200+ Tours Completed
5,000+ Federal Employees
250+ Individuals per week, demand remains steady



The WIL captures **1K** data points every **10 seconds**

Internet Usage



Steady 1.1-1.3TB/Mon since June 2023



Daily Usage

- Avg. 70-90Mbps
- High 250 Mbps

Workplace Innovation Lab – Visitor Trends

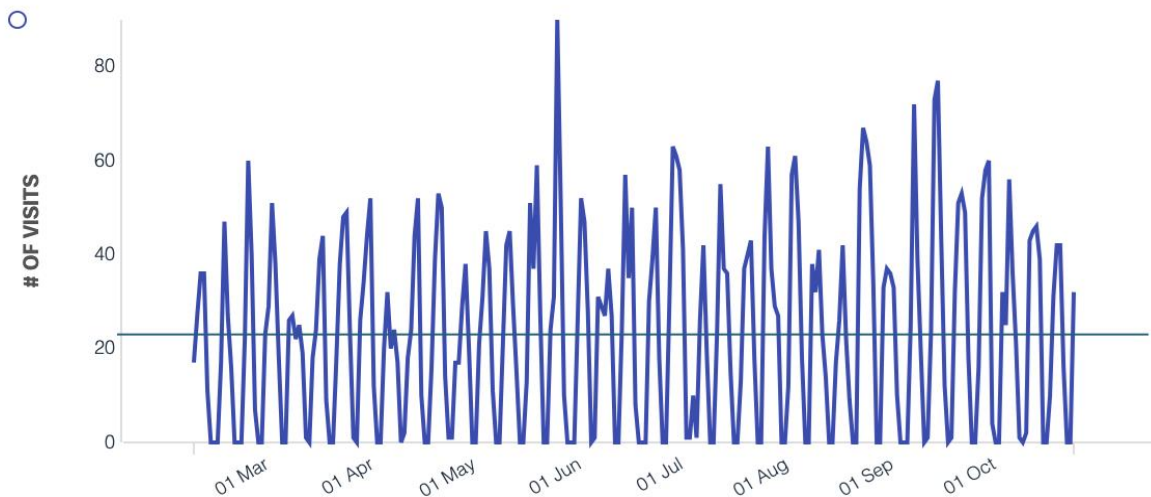
Workplace Innovation Lab, SSID Data

Wireless Visitor Trends, February 6 - October 23, 2023

VISITS TREND

06-February-2023 to 23-October-2023 between 12:00 am and 11:59 pm | wil.gsa.gov | All SSID

● Total 6,040 ● Daily Avg 23



AVG DWELL TIME

06-February-2023 to 23-October-2023
between 12:00 am and 11:59 pm ...

5HOURS

Avg Dwell Time

>480 mins

19.06% of users spent >480 mins

VISITS

06-February-2023 to 23-October-2023
between 12:00 am and 11:59 pm ...

6,040

Total Visits

23

Daily Avg Visits



Workplace Innovation Lab - Takeaways

WIL Occupancy Data Snapshot Takeaways



Conference Rooms

- 90% of the **top 10** rooms reserved have a **room capacity of 4 or more**
- 70% of the **bottom 10** rooms reserved have a **room capacity of 3 or less**
- **Top 6 Agencies** reserving WIL conference rooms; **AF, VA, EOP, CDC, HHS, U.S. Senate**



Desks

- **Top 20 most reserved desks**; 40% Miller Knoll, 20% AllSteel, 15% Haworth, 10% GSA, 10% Swiftspace, and 5% Kimball
- **Top 6 Agencies** reserving WIL desks; **VA, AF, EOP, EPA, USMC, HHS**



Customer Focus

- External feedback is **overwhelmingly positive**
- Customer agencies requesting **larger collaboration/meeting space** for events (i.e. Town Halls, Off-site planning sessions, events with breakout sessions)
- Requests for GSA to **demo reservation application, support on workplace engagements** relating to technology and furniture; **interested in creating a WIL of their own (ie. Flex Spaces that's a "Magnet")**

Workplace Innovation Lab - Events

Notable Events in the WIL

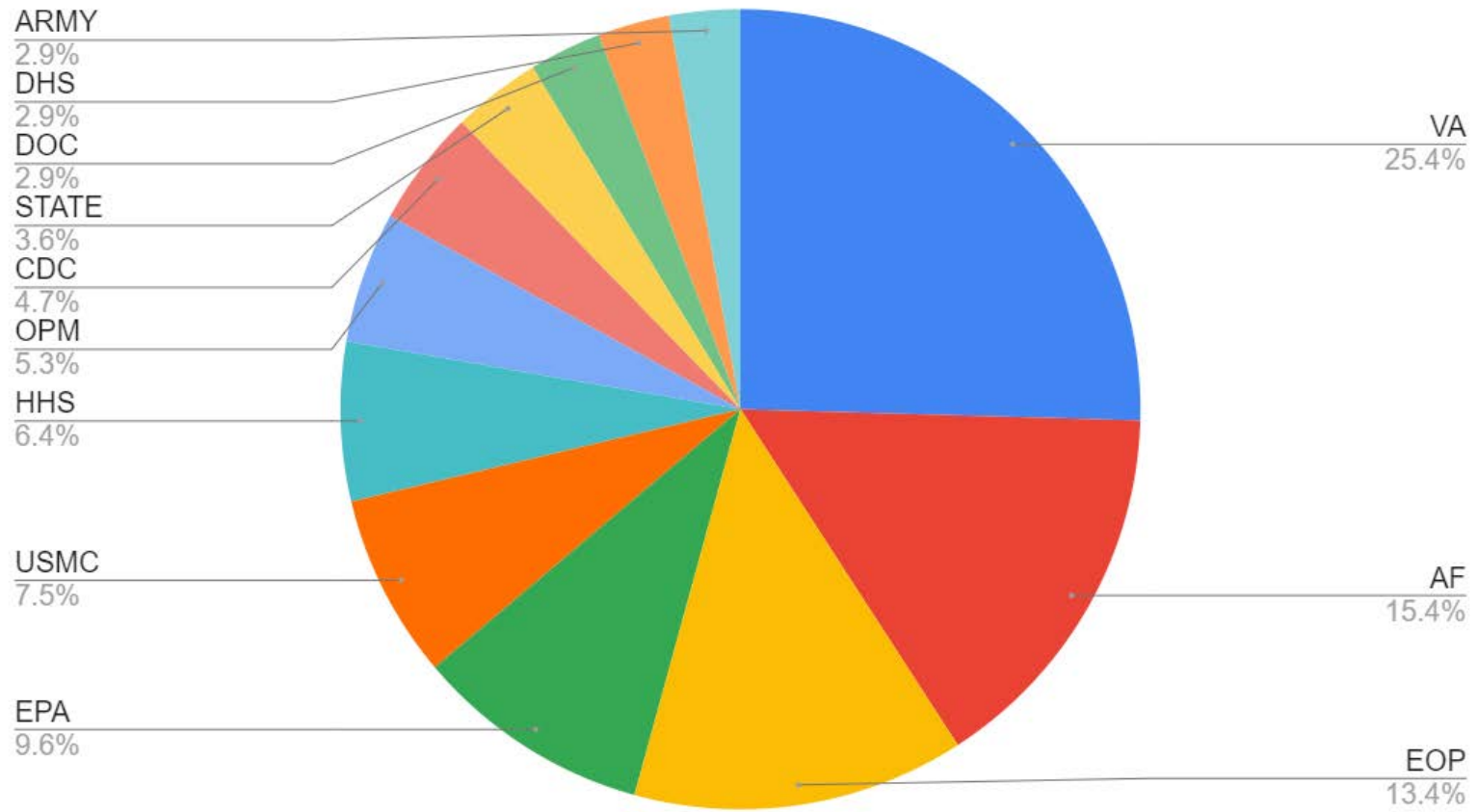
- USAID event 30-45 people - 9/21
- HUD event 30-45 people - 9/21
- FAS Leadership Council (upcoming) - 12/5 - 6
- HHS OIG (upcoming) - 8/31
- DISA Leadership- Back To School WH Event (upcoming) - 8/7
- USDS SSA Team Two Day Off Site - “Great experience” - 8/2
- EPA OHR Leadership - 2 Day Off Site - “Loved the Space” - 8/2
- Federal Executive Board (FEB) Tour and Brainstorming (60 ppl) - 7/2
- Law Enforcement Community of Practice - 7/24-26
- PBS Customer Two Day Forum - 7/24-25
- African American Partner Community - 7/20
- PBS Senior Leadership Forum - 6/29
- OPM All Hands Meeting - 6/22
- Head of GSA Legal - Webex Webinar- 6/22
- Local High School Students Tour - 6/22
- TTS Leadership Offsite - 6/14
- FAS Leadership Offsite - 6/14
- White House Leadership Development Program - 6/12
- Cisco’s Codefest - 5/24
- Bring Your Child to Work day - 4/27
- Total Workplace Network (TWN) - 4/20
- Center for Workplace Strategy Onsite - 4/10-13
- OPM Town Hall- 3/15, 6/22
- OGP Town Hall - 3/27
- Department of State Leadership Meeting - 2/22
- Presidential Management Council (PMC) Meeting - 2/15
- GSA Town Hall - 2/9



Workplace Innovation Lab – Use by Agency

Workplace Innovation Lab, Reservation Data - Desks by Agency

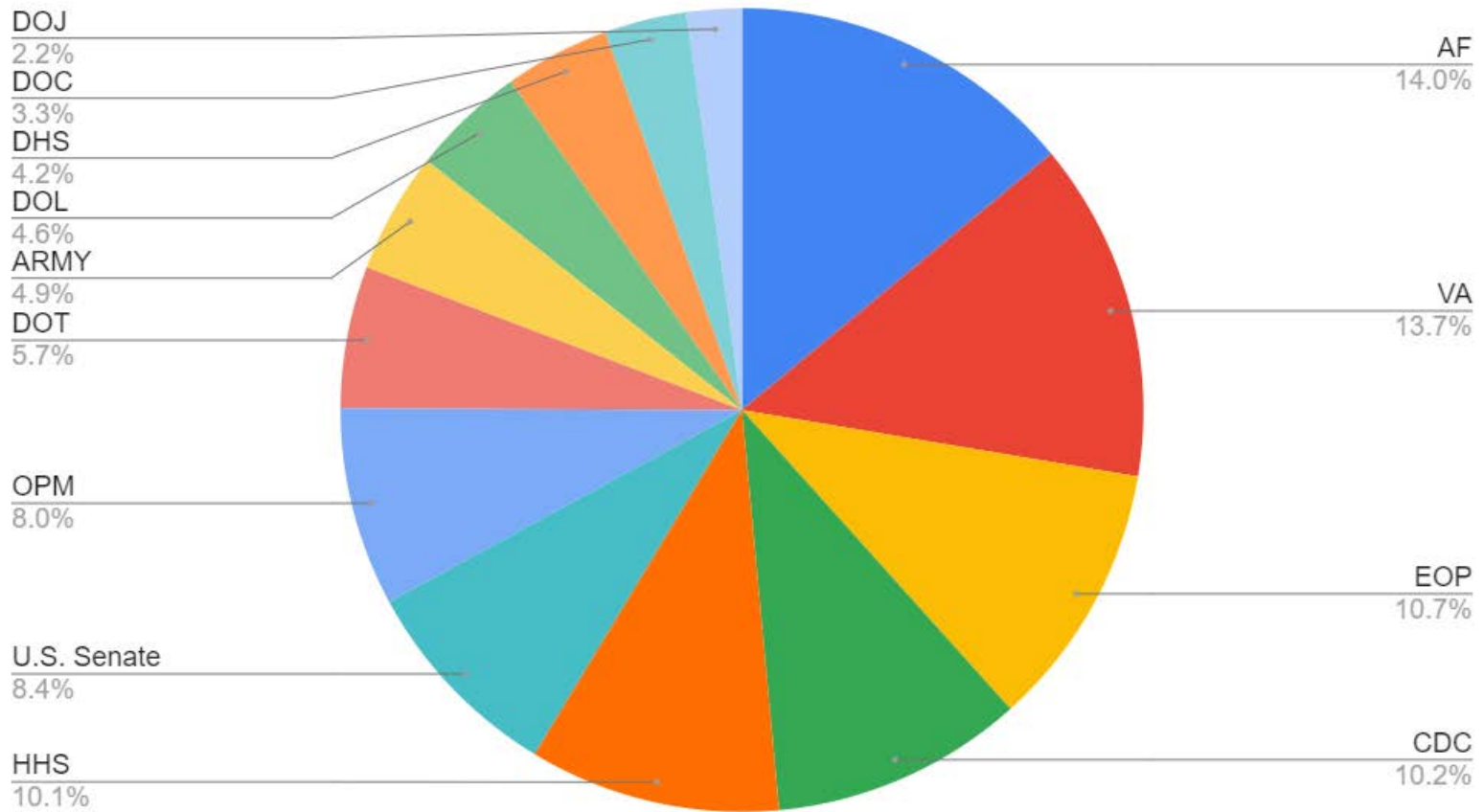
Data from February 6 - October 23, 2023



Workplace Innovation Lab – Room by Agency

Workplace Innovation Lab, Reservation Data - Rooms by Agency

Data from February 6 - October 23, 2023

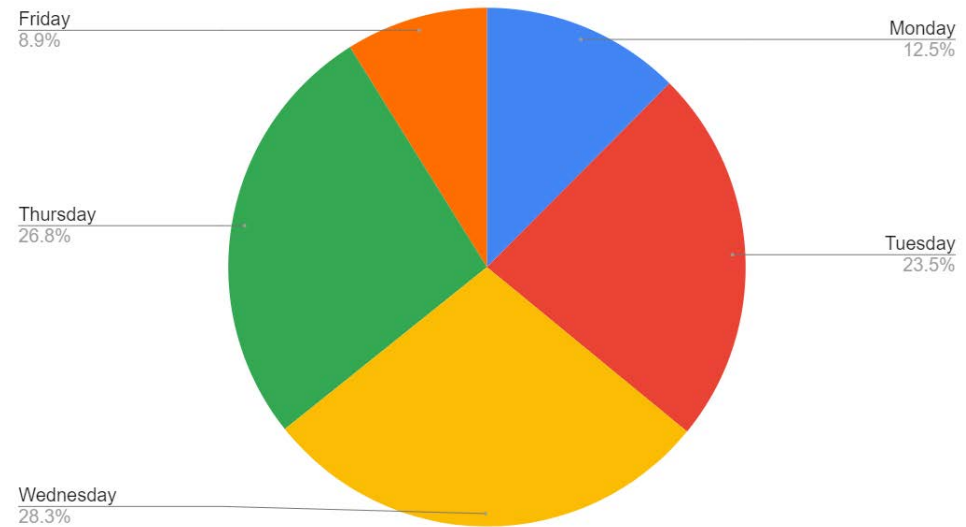
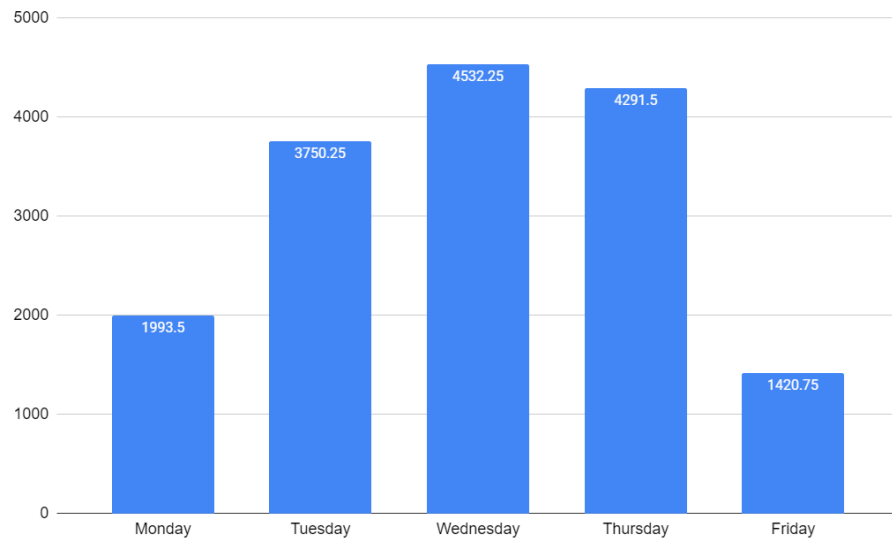


Workplace Innovation Lab – Popular Days

Workplace Innovation Lab, Reservation Data

Total Room Hours Booked by Day of Week

Reservation Data from February 6 - October 23, 2023



Workplace Innovation Lab – For More Info



Make a Reservation: reservations.wil.gsa.gov

More Information: workplace.gsa.gov/offerings/innovation-lab

Book a Tour: wiltour1800F@gsa.gov

WIL Concierge: wilconcierge@gsa.gov



Federal Coworking

Poll Question #3

Have you ever worked from one of PBS's Federal Coworking sites in...

1. Tacoma, WA
2. San Francisco, CA
3. Denver, CO
4. Kansas City, MO
5. Chicago, IL
6. Philadelphia, PA
7. No - I've never been one



01 Federal Coworking Defined



**Federal agencies
sharing
a fully supported
move in ready
office environment in
federal facilities.**

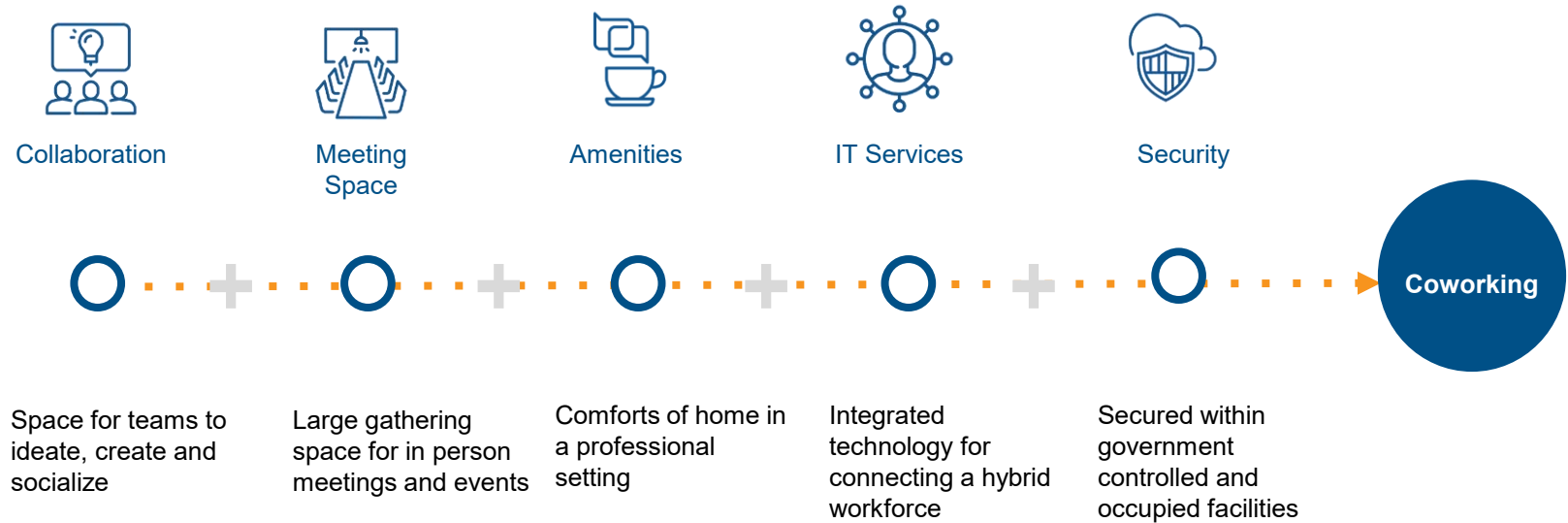
Poll Question #4

When you come into the office, what primarily brings you there? (select all that apply)

- To meet in-person with colleagues from my team
- To attend a training or professional development event
- To meet with others virtually by phone or video
- To connect socially
- To meet with peers or other outside of my team



Employee Benefits



Portfolio Benefits

Frictionless



Little to no lead time to occupy.

Affordable



No initial investment in design, build out, and personal property.

Flexible



Space that responds to your changing requirements.



02 Developmental Prototype locations are **open!**

Learn by doing

Federal Coworking in San Francisco



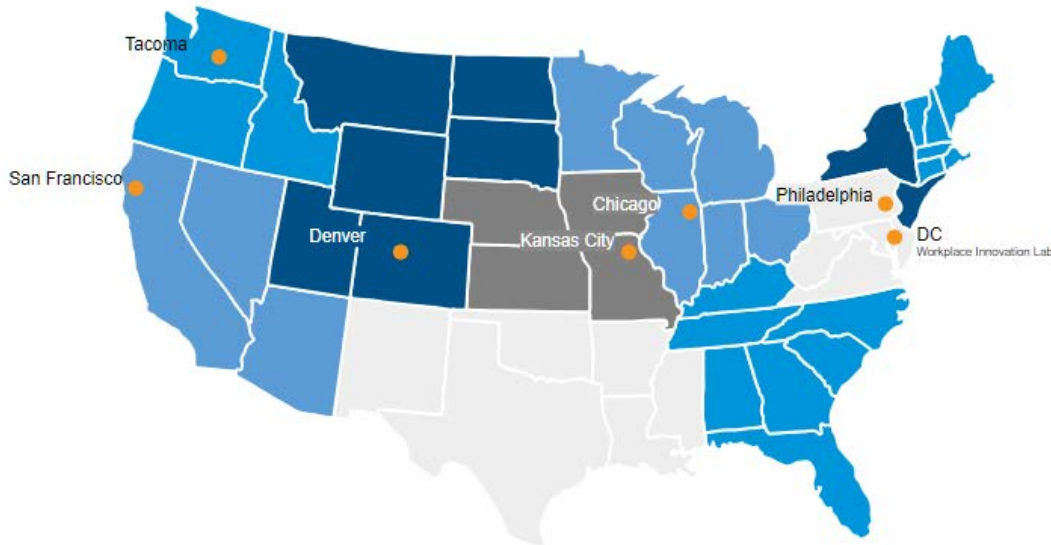
“Loved the building and the idea of a federal coworking space. Nice, clean facilities, good downtown setting close to transit.”

“The space was great, particularly the ability to break into smaller groups during breaks using the coworking spaces. It allowed for several impromptu meetings and the ability for staff to take phone calls as needed away from the larger group. Really exceeded my expectations.”

“Space to interact with my co-workers, seemed like more innovative conversations, able to relax in open spaces during discussions - doesn't happen when I'm at home. Gets me out of my normal mindset and thinking more broadly when strategizing and problem solving.”

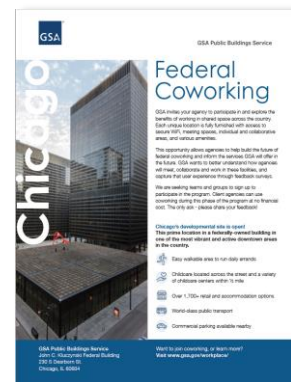
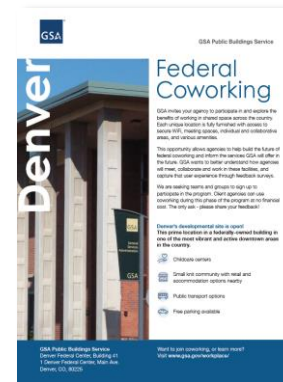
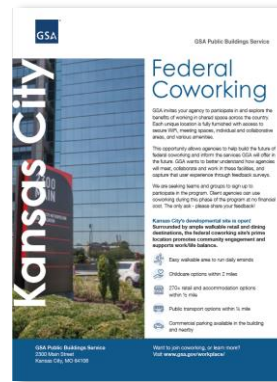
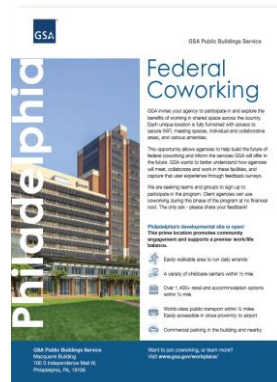
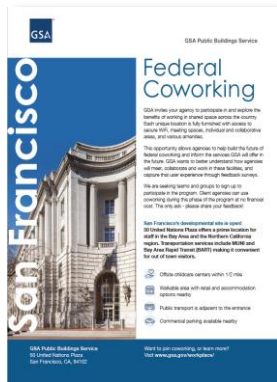
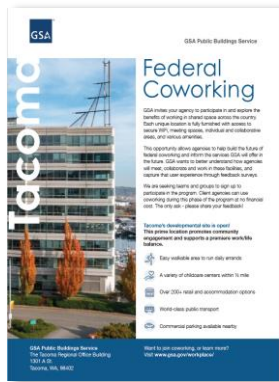
- Six fully furnished prototypes are available to [test coworking](#) throughout the country
- Each location is unique which allows us to study, compare and contrast, and [evaluate the attributes](#) that are most important to you and your agency
- Customer agencies will not be charged for this phase, but will be asked to come work, meet, test, and [offer feedback to the GSA](#).

Prototype site locations



Low to no-cost implementation at up to 6 sites.

Each location is unique which **allows the program to study**, compare and contrast, and evaluate the minimum viable product that the GSA must support to launch a shared turnkey facility.



Poll Question #5

Would you be willing to use one of the coworking sites if there was a location near you?

- Yes
- No



Federal Coworking –Participation



03 How to Participate

Federal coworking in 3 easy steps

Sign up



1. **Register** your group [here](#)

Orientation



2. A local **GSA representative will contact you** to discuss your need for federal coworking at that site location and guide you through orientation

Share your ideas



3. **Work, meet and create** within the federal coworking facility, and [share your feedback!](#)

04 Coworking Data Trends

Data Sources: Our Customers (You!)

Initial Survey

1,195 customers provided their perspective on federal coworking.

Website Intake

180 customers reached out via the website to learn more about the program

Check-in Survey

322 visits to coworking sites were facilitated (195 unique visitors)

Check-out Survey

208 satisfaction surveys were completed after visiting a coworking site.

What Did We Learn?

The majority of those who visit a site, plan to return.

Those who **prefer working hybrid, are the most receptive.** Those who prefer working remote would only utilize for meetings or if required.

Private rooms for taking calls and meetings, complemented by open-space with flexible laptop docking stations equipped with monitors and keyboards, may **help address noise and privacy concerns.**

Adding locations **near where people live,** may increase likelihood of use.

Messaging is more **attractive as a flexible option** employees can opt-in to use vs. return to office mandate.

What are we learning from our customers?

Customer Profile Findings

REMOTE FLEXIBILITY

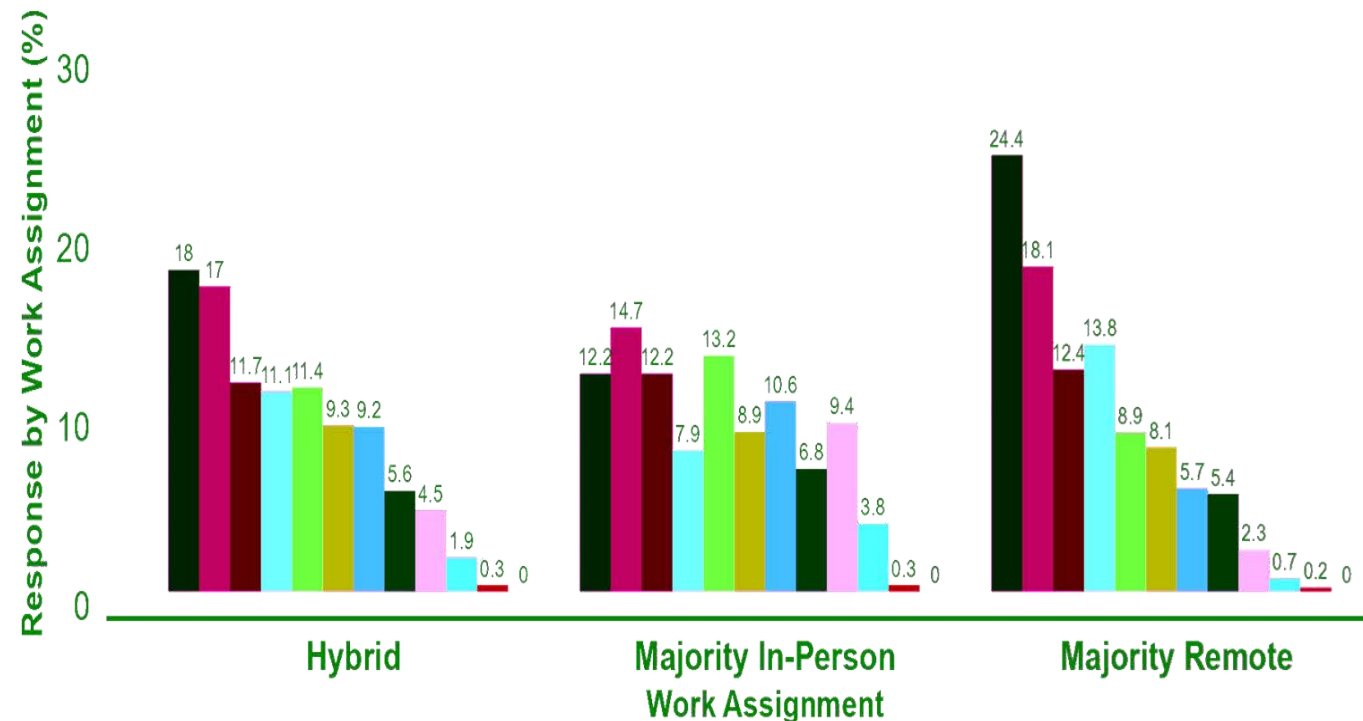
Remote employees make their decision to work from home vs. in-person primarily based off of agency mandates, required team meetings, and commute times.

SOCIAL EXPERIENCE

The employees that prefer in-person work are most likely to cite social benefits compared to those who prefer remote or hybrid work.

TRAVELERS

Traveling employees struggle without a docking station to use a second monitor and reliable WiFi.



Why customers go to the office

Space Utilization Findings



FREQUENT USE

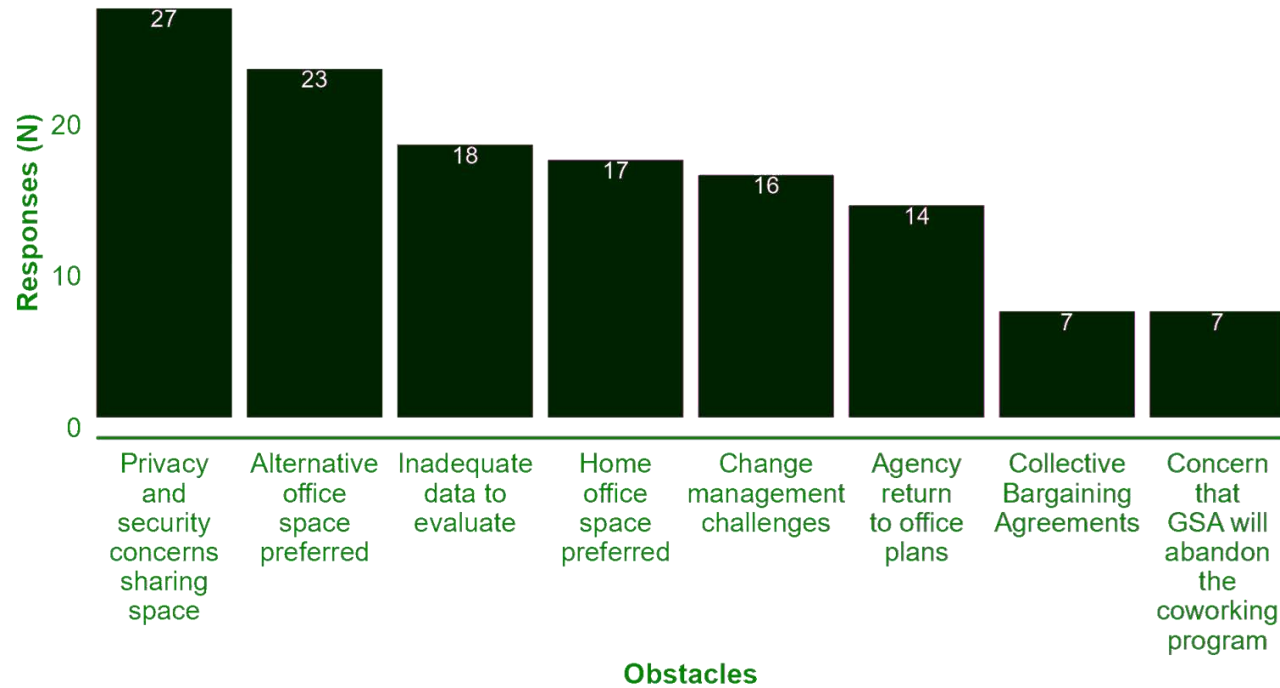
Employees most often cite the need for quiet and private office space for calls/meetings and laptop docking stations for drop-in solo work.

MODERATE USE

Employees appreciate being able to use larger group meeting rooms for impromptu collaboration, and a dedicated informal space for social interaction like a break room or kitchenette.

What customers did while visiting a site

Barriers and Roadblocks Takeaways



PRIVACY & SECURITY

Most employees are curious how they would handle sensitive, personal, or confidential work in a shared environment.

COMPETING WORKPLACES

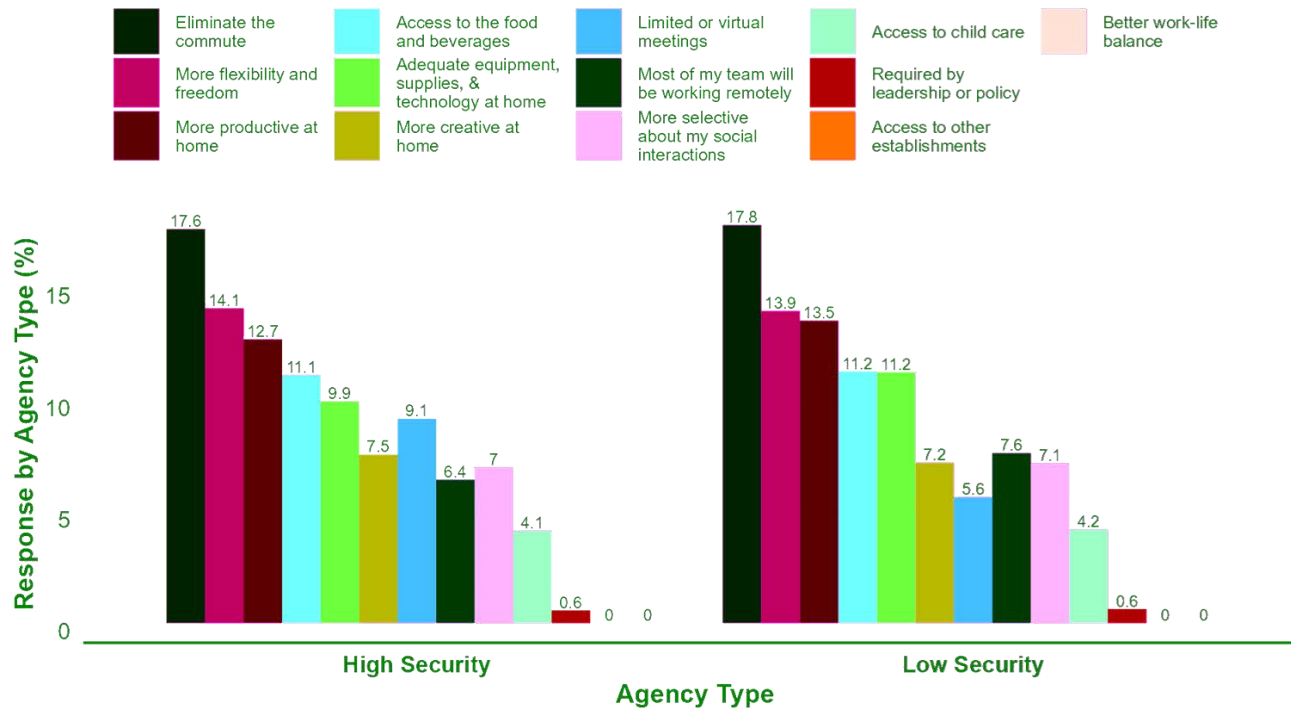
Many employees who have grown accustomed to a remote or hybrid posture, prefer the flexibility they have when remote, and want to choose in-person days without mandates.

NEW CONCEPT

Most agency decision makers haven't given much thought to co-locating with other agencies.

Decision maker's barriers to adoption

Barriers and Roadblocks Takeaways



LARGELY SATISFIED

Employees were largely satisfied with their experience, with the majority sharing they did not personally experience any obstacles or barriers.

PREFER REMOTE WORK

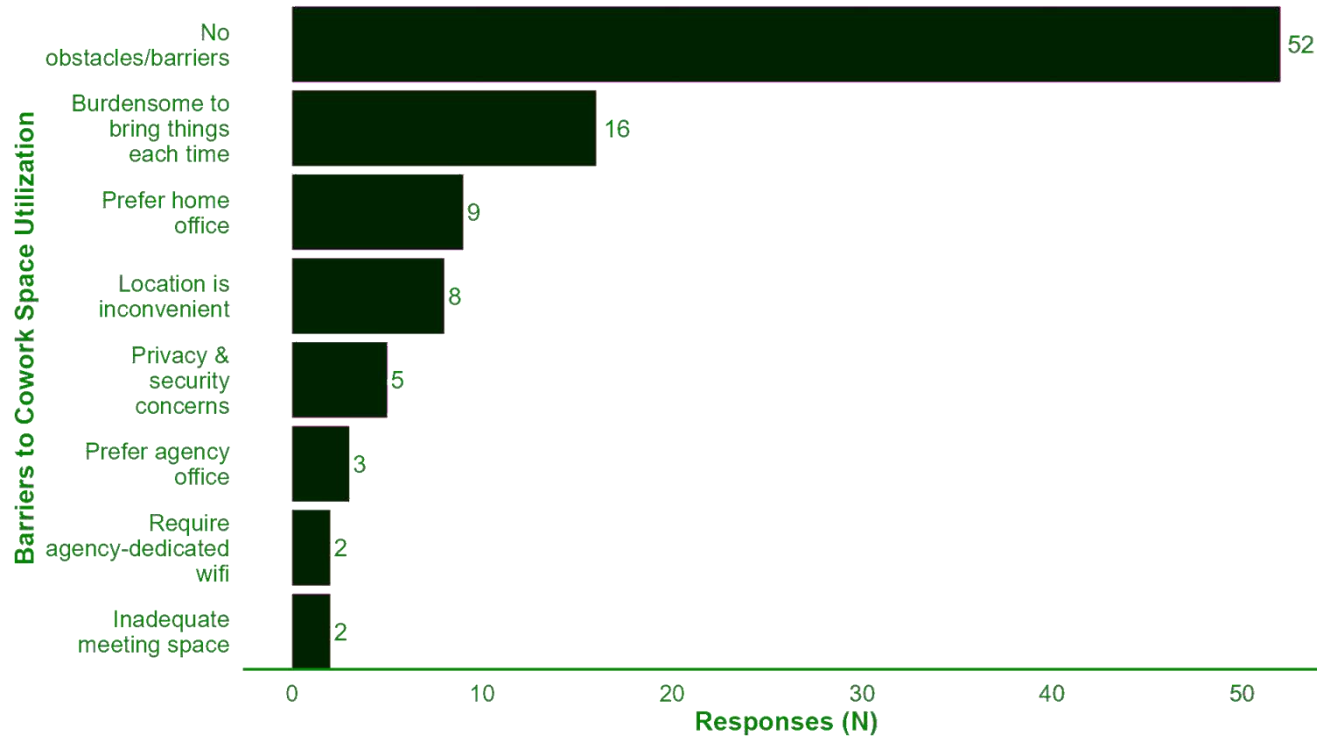
Those who are unsure if they will return tended to prefer their remote office flexibility over in-person environments.

DETERRED BY COMMUTES

Those who are unsure if they will return cited distance from home, length of commute, and the costs associated with longer commutes as potential obstacles.

Decisions to work from home

High Value Driver Findings – Barriers to Use



TECHNOLOGY

Employees want (1) meeting & video conferencing equipment, (2) laptop docking stations and (3) printing, scanning, and copying services.

AMENITIES

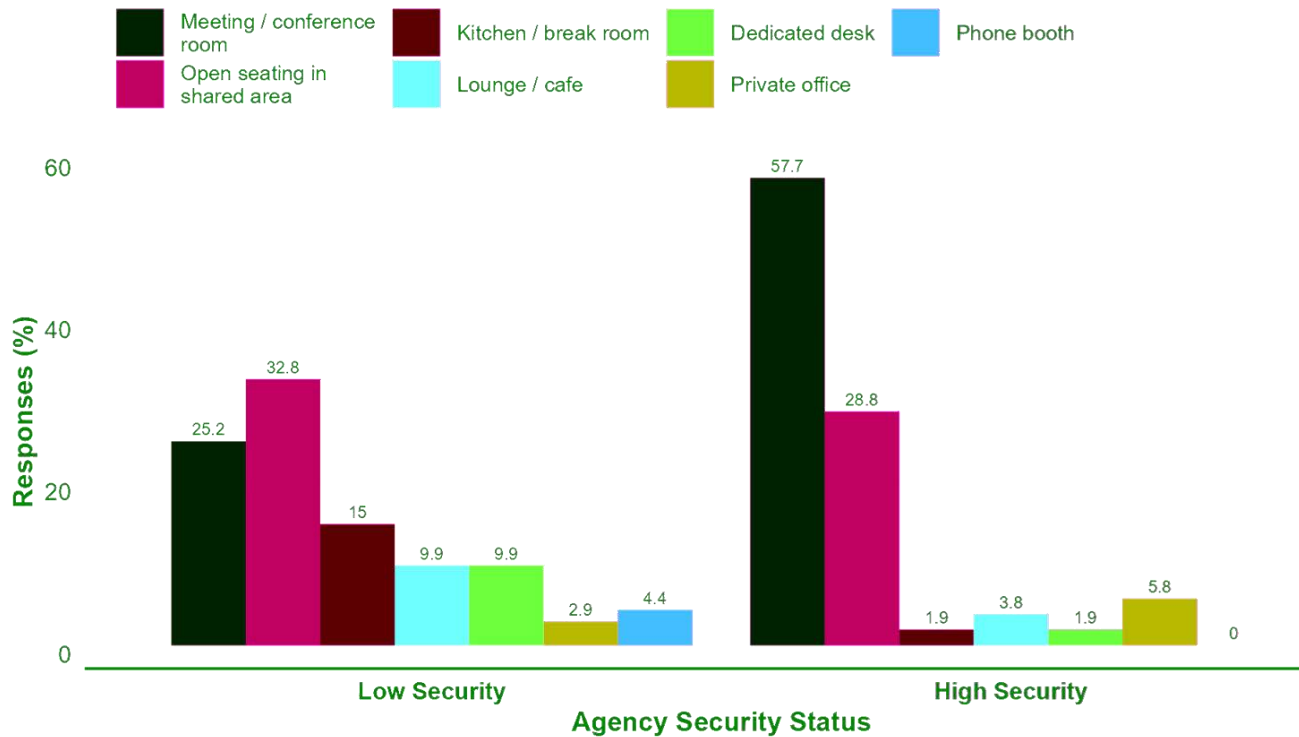
The most frequently cited amenity is dedicated space to leave personal belongings, and to a lesser extent improved access to food/beverage options in a social break room / kitchenette.

SITE SELECTION

Shorter commutes make it easier to maintain a work-family balance. Future locations should be tested near where employees live.

Barriers identified after visiting a site

High Value Driver Findings – Most Sought After Space



ACTIVITIES

High-security employees mostly used the space for in-person meeting and trainings, while low-security employees also met with others virtually and connected socially.

SPACES

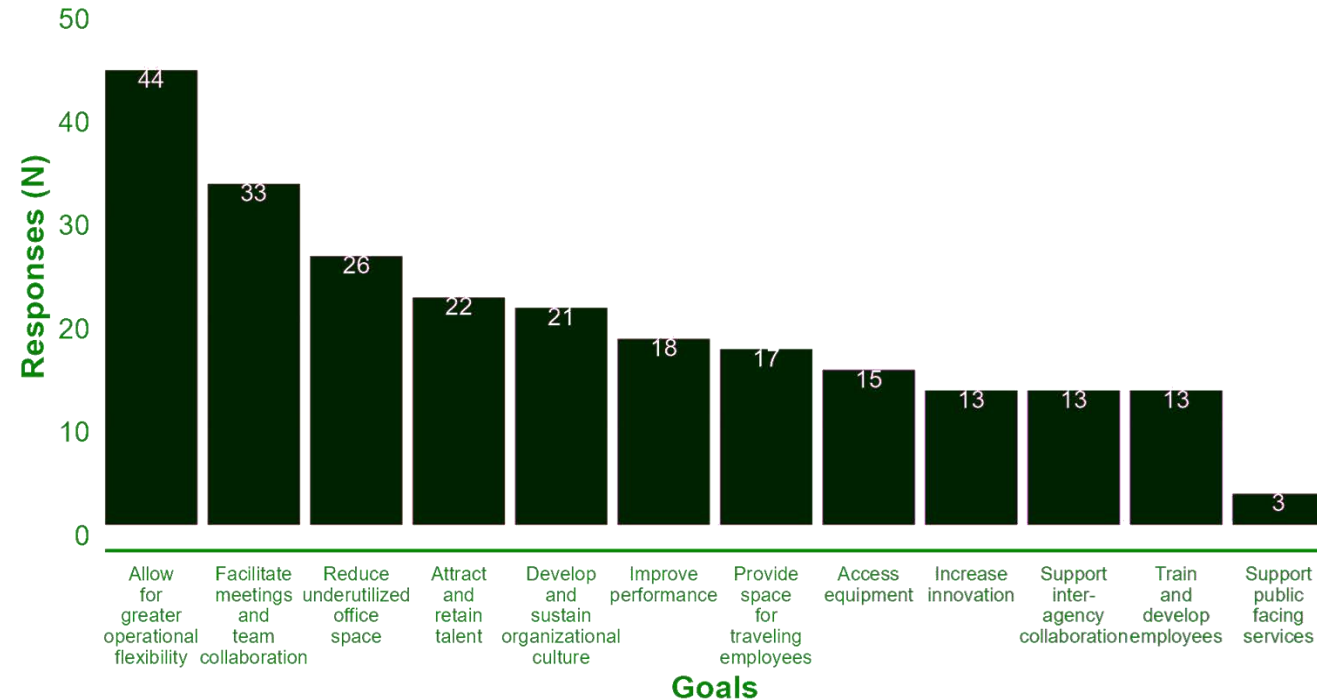
High-security employees use private offices and meeting rooms much more often than low-security employees space, who mostly leveraged open desk seating.

RETURN ATTITUDES

>80% of customers plan to return to the Federal Coworking space again; only 6 employees say they won't be back. For low-security customers, >84% are likely to return.

Type of space customers want

High Value Driver Findings – Adoption



FLEXIBLE ALTERNATIVE

Decision makers are attracted to the idea of Federal Coworking as a flexible alternative to their existing real-estate options. Employees valued modular furniture layouts they could adjust.

SOCIAL BENEFITS

The top three benefits cited by employees were an enhanced social experience, meeting new people, and overall having a more positive atmosphere than alternative office space.

LOCKERS & STORAGE

Enhancing the space with lockers and storage would ease the burden of bringing personal items back and forth for each visit to the site.

Decision makers' reasons to adopt

“I appreciate the monitors, cameras, and integrated set up which is nicer than my home office.”

“Good opportunity to informally interact with coworkers.”

“Gets me out of my normal mindset and thinking more broadly when strategizing and problem solving.”

“Seemed like more innovative conversation (with coworkers) - doesn't happen when I'm at home.”

Poll Question #6

If you are coming in to the office, would you rather....

- Work in a smaller location closer to your home address?
- Work in a larger location in among your colleagues?



Federal Coworking – What's Next



05 What's Next?

Program Evolution



Coworking reservation system expected to go live this Spring.

Rent exemptions are active through 2024; billing mechanisms are being developed and vetted.

Funding strategies for continued program investment are being articulated and identified, all based in customer-centric program data. Investments include resources for our current location, as well as opportunities to expand the program where needed.

Exploring feasibility of additional locations central to residential information and mass transit routes.



Inventory of Owned and Leased Properties (IOLP)

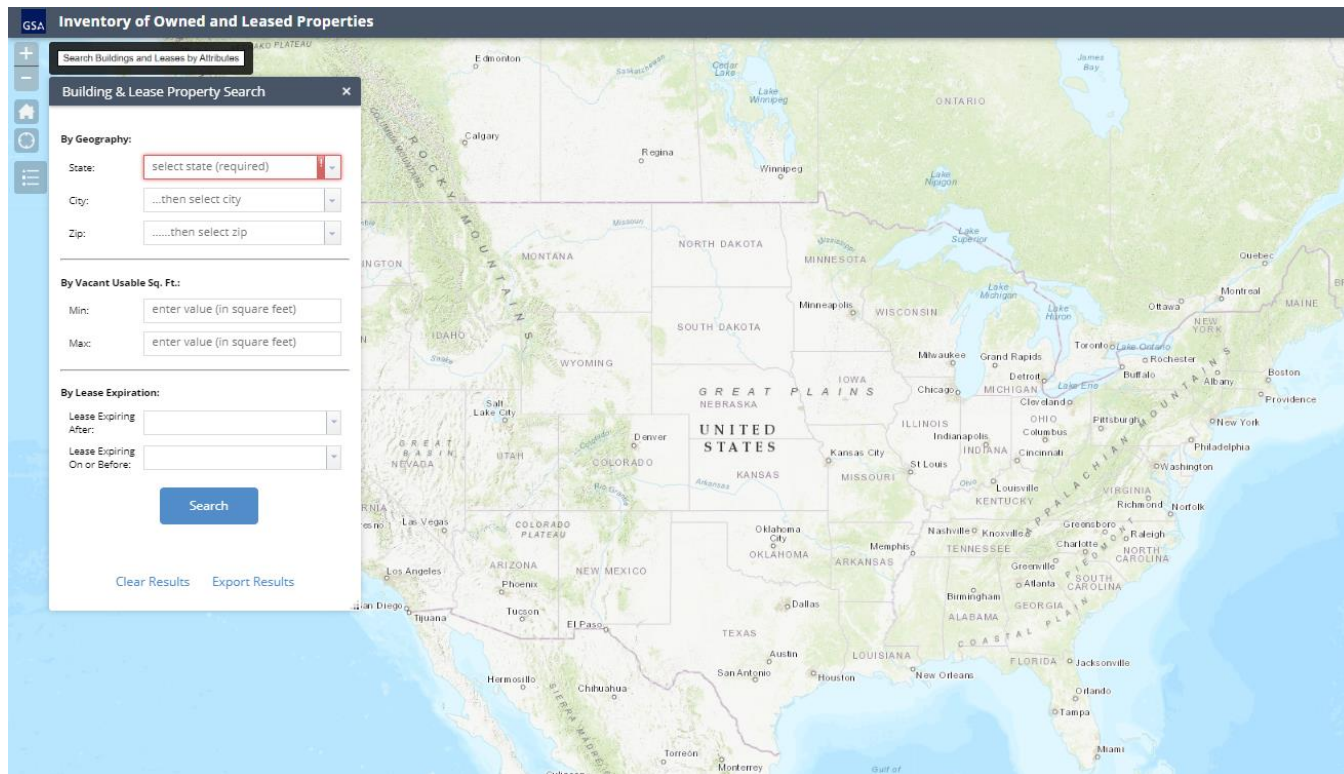
IOLP – Identifying Opportunities

As Federal agencies are leveraging telework and changing workstyles, there have been major changes in space utilization. This unused, unneeded space presents a financial risk for the government and is in the best interest of the taxpayer to explore backfill opportunities of vacant space whenever possible.

GSA's Inventory of Owned and Leased properties (IOLP) revamped!

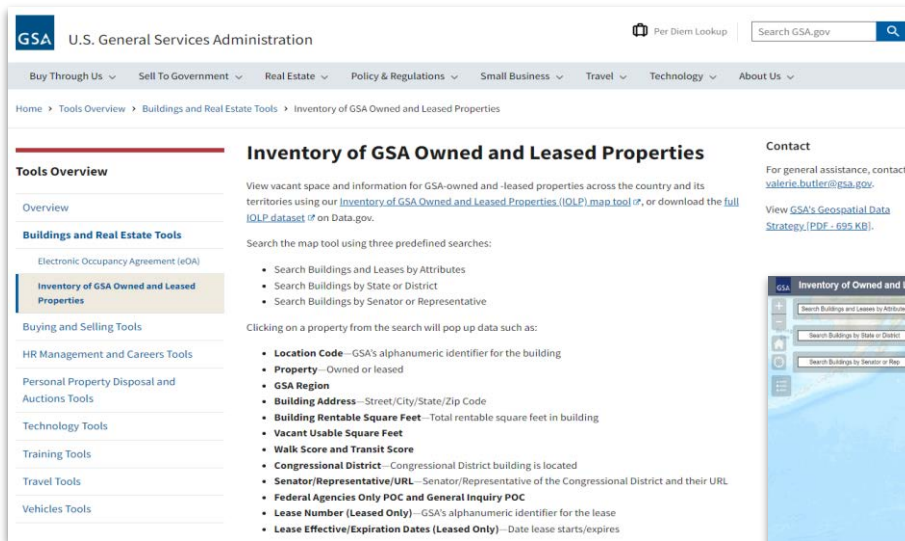
IOLP Platform

The IOLP is a **GIS web-based platform** providing our customers and the public with complete transparency and the **ability to search GSA's vacant owned and leased spaces**.



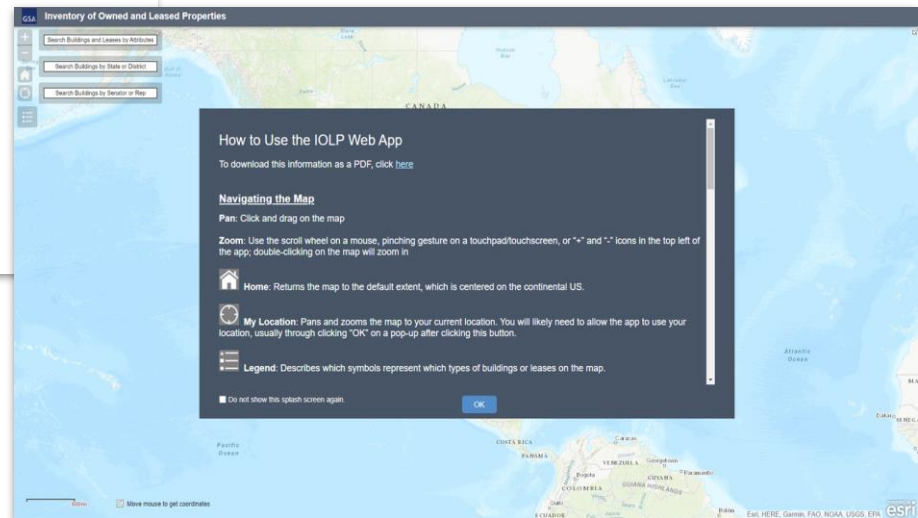
IOLP Map Tool

Now let's take a closer look at the IOLP



IOLP Landing Page on GSA.gov

IOLP Map Tool



How would customers use this tool?

IOLP along with our **new Vacant Space Marketing Packages** is a tool to guide our customers through the requirements development process to help find available space to meet mission needs.

- **Research** - Market Availability
- Refine your **square footage requirements**
- Define your **delineated areas**



Vacant Space Marketing Packages

Vacant Space Marketing Packages – Use

When will you see Marketing Packages?

Upon request - If you find a location of interest in IOLP

During Planning Process - Region will present space options during the Client Project Agreement (CPA) process

Vacant Space Marketing Packages - Content




18,913 USF
Available Vacant Space

**721 19TH ST
DENVER, CO
80202-2500**

CONTACT US
James Randle
RSDO Region 8
james.randle@gsa.gov
(303) 238-2961

GSA Public Buildings Service
www.gsa.gov/pbs



Data updated as of 09/20/21

<p>REGION R 8</p> <p>BUILDING TYPE Owned</p> <p>SPACE TYPE Office</p> <p>VACANT SPACE 29,484 RSF</p> <p>BUILDING SIZE 247,134 RSF</p> <p>BUILDING R/U FACTOR 1.56</p> <p>RENTAL RATE FY-2018 General Use: \$25.14 per RSF Warehouse Use: \$NaN per RSF</p>	<p>BUILDING NUMBER CO0006</p> <p>CONGRESSIONAL DISTRICT Colorado's 1st Congressional District</p> <p>STORIES 8</p> <p>ELEVATORS 4 passenger, 0 freight</p> <p>LOADING DOCKS 1</p> <p>PARKING OPTIONS 11 vacant</p> <p>PARKING RATE Structured: \$0 Surface: \$1,870.92</p>
---	---

For information about GSA's Workplace offerings, visit www.gsa.gov/workplace.

721 19TH ST, DENVER, CO 80202-2500

PROPERTY OVERVIEW


- Close proximity to bus station
- Nearby other federally owned buildings
- Ample dining and shopping options
- Located in a central business district

PROPERTY DETAILS


- Coffee shop located in the lobby
- Fitness center for employees
- Private room for new moms
- Building child care center
- Joint use conference room
- Wheelchair accessible

SPACE FEATURES


- Available floor - 1st floor
- Perfect for cubicles and offices
- 5 conference rooms existing
- Blended open and private office layout
- 1 break room with sink and refrigerator
- Updated and modern finishes
- Fully wired




New Furniture



Daylighting



Demountable Walls



Storage

Floor plans and additional information available upon request.

GSA Public Buildings Service · www.gsa.gov/pbs

Vacant Space Marketing Packages - Restrictions

Restrictions due to Security and FOIA restrictions:

- **We cannot:**
 - Use specific mission related use such as data center, secure space, laboratory - Restricted to general space types.
 - Breakdown rates to Operating costs
 - Provide Building Security levels
 - Provide Other Agencies in building
 - Floor plans
 - Google maps - due to copyright restrictions
- **All information can provided by the region upon request**

Vacant Space Marketing Packages – Data

Data Accuracy

- Updated Daily
- Some restrictions in showing:
 - Committed spaces
 - Buildings slated for disposal
 - Upcoming releases of space

Tool is meant to help drive additional conversation between the regions and the customer



Workplace Engagements

3 Elements of Engagements

People + Place + Technology

Discovering workplace requirements to right-size real estate and transform the federal portfolio!

It's not just programming:

Charettes

Policy Planning

Portfolio Studies

Consolidation

Master Planning

Stakeholder
Visioning

Resources

Workplace Offerings Website [Link](#)

Workplace Innovation Lab [Link](#)

Federal CoWorking [Link](#)

Inventory of Owned and Leased Properties (IOLP)

[Information Page](#)

[Map Tool](#)

Workplace Engagements - [Link](#)

Thank you for joining us today for a discussion on
New Tools for the New Workplace

Questions?

Poll Question #7

As a result of what you learned today, are there any PBS workplace solutions that you would be interested in exploring? (check all that apply)

1. The Workplace Innovation Lab (WIL)
2. Federal Coworking
3. Inventory of Owned and Leased Properties (IOLP)
4. Vacant Space Marketing Packages
5. Workplace Engagements

<https://workplace.gsa.gov>



Join us for our upcoming VIRTUAL CES session

eRETA Digest

November 14th, 2023 1pm-2:30 eastern

Register Today!

Coming in January!

Cost Estimating / Cost Management

January 18th, 2024 1pm-2:30pm eastern

Watch CES sessions on  YouTube

Bookmark and binge watch all your favorite CES sessions!

www.gsa.gov/ces

clintenrichmentseries@gsa.gov