



GSA Public Buildings Service

# Workplace Reboots

Concepts in Action

PBS National Customer Forum  
May 7 & May 8, 2024

# 01 The Future is Flexibility



**“You never want a serious crisis to go to waste. And what I mean by that is an opportunity to do things that you think you could not do before.”**

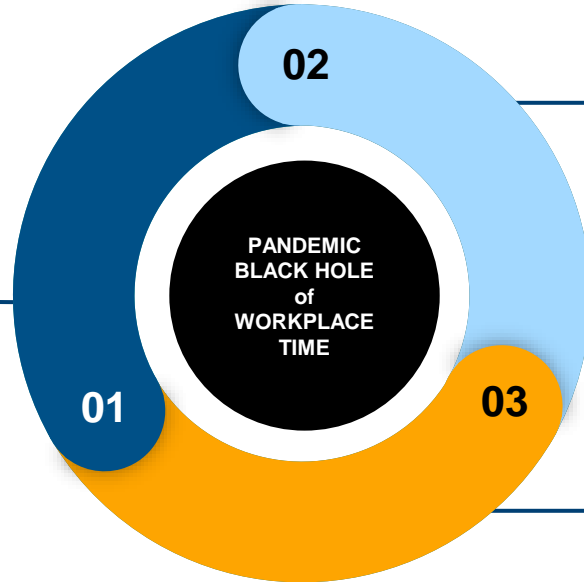
**-Rahm Emanuel**

# Boomerangs and a Black Hole



## Pre-Pandemic Approach to Workplace

Emphasis on reduction in space, trying new things, technology innovation, sustainability, and cost savings.



## Return to Office (Post Pandemic)

People now realize they can do a lot more of their work remotely. The phrase "new normal" enters the workplace zeitgeist.



## Present Day

What is normal? The cultural friction (one known as balance) between work and life now drives existential conversations about the workplace.



## **Pre-Pandemic Approach to Workplace**

Emphasis on reduction in space,  
trying new things, technology  
innovation, sustainability, and cost  
savings.

— This all still  
sounds pretty  
great, right?

# Same, But Different



## Listen

The most essential function of any workplace engagement is to listen to the needs of an agency. By listening to leaders, a vision is established. By listening to employees, their work is better understood so the workplace can better support it. By observing the space, the team can understand what is working and what isn't about the current workplace.



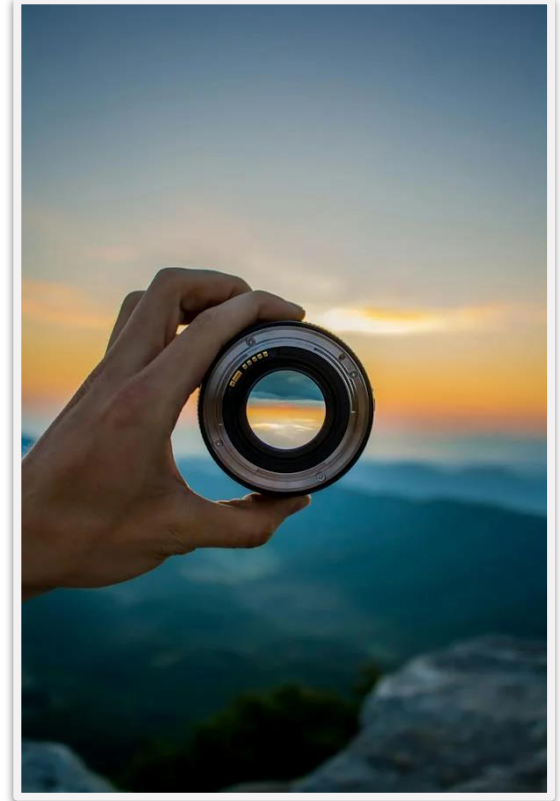
## Analyze

With all that listening comes a lot of information. There's also passive data, like floor plans, IT information, and HR data which can help paint the portrait of the organization, their requirements, and work style. Patterns are recognized, and nuances are noticed.



## Recommend

The skilled design team first summarizes their findings as a reflection and validation. These findings inform a series of recommendations which would improve work practices, technology solutions, and design strategies for an optimized workplace solution.



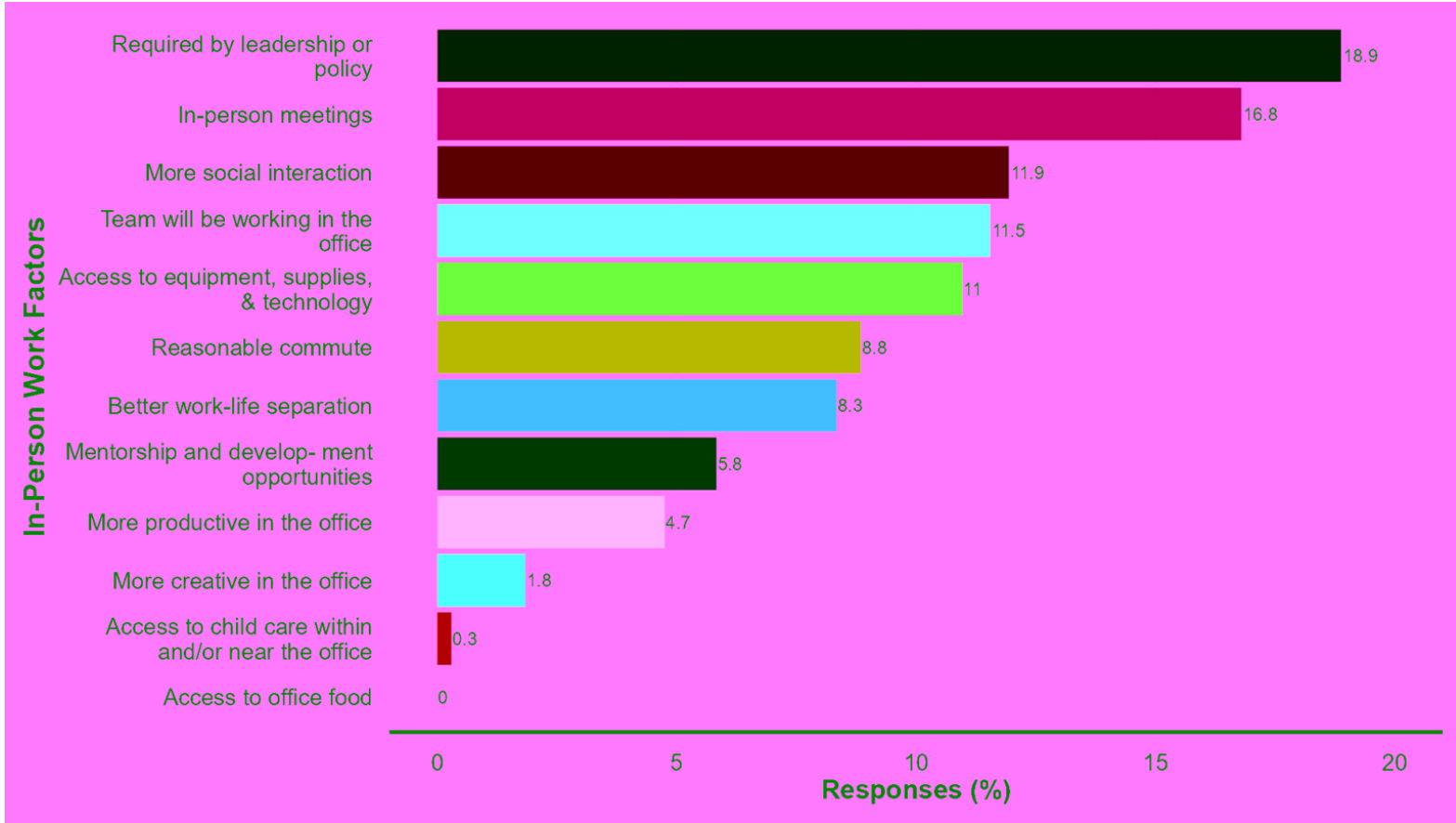


# Why are people coming into the office?

*How can we better design spaces to meet these needs?*

# Decision to Work in the Office

PBS Federal Coworking Initial Survey (FY23)





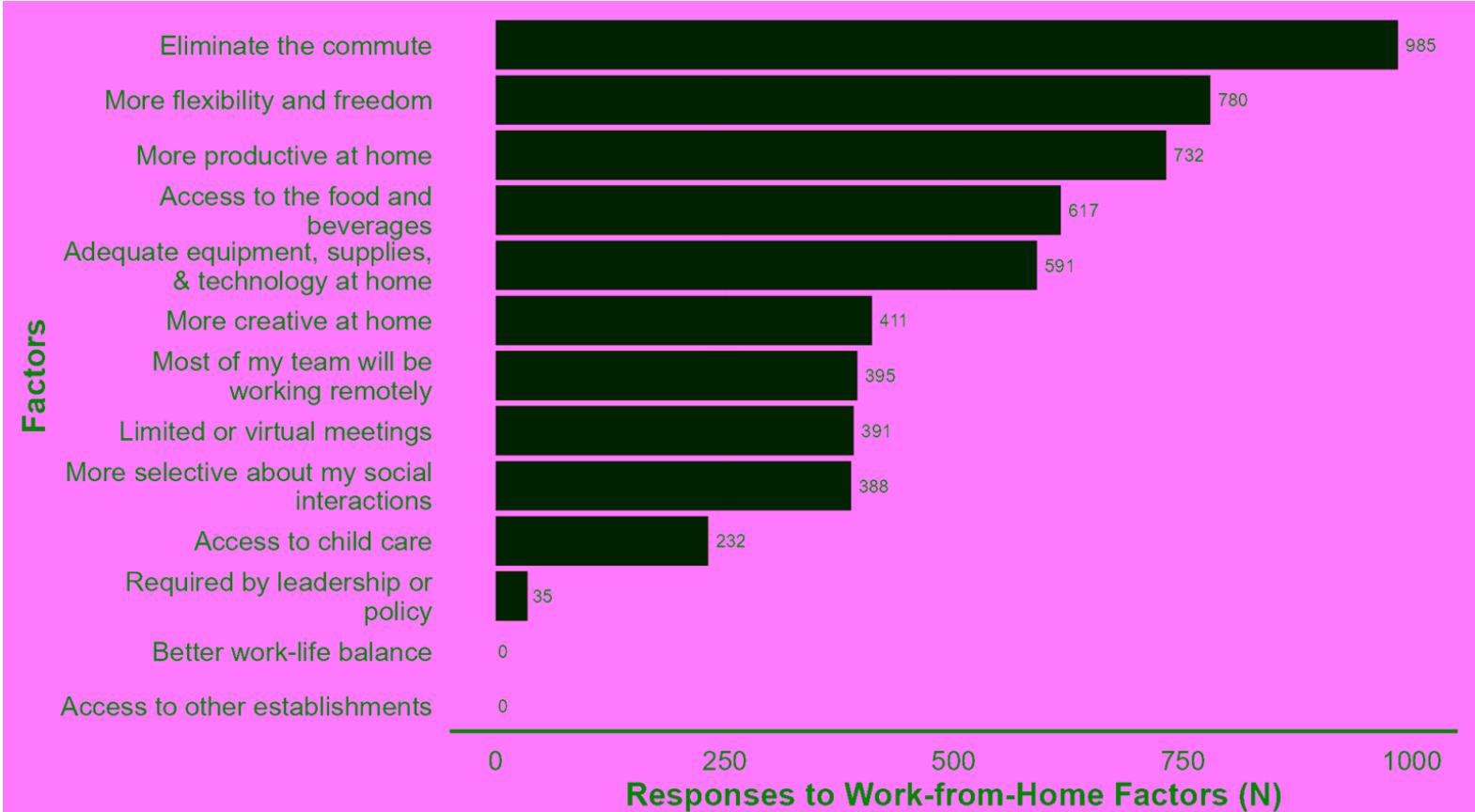


# Why would some people prefer to work from home?

*How can our work practices and workplace evolve to bridge the gap?*

# Decision to Work from Home

PBS Federal Coworking Initial Survey (FY23)



# 02 Mapping the Future of Work

# Future of Work Planning



## Workplace 2030 Guiding Principles

### **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, maintain connections, and access secure resources. They will also continue serving as primary workspaces for 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 benefits 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.



**How can we improve the efficiency of our space given increased fluidity in occupancy levels?**

# WIFM

Showing the impacts of flexibility and occupancy

# Workplace Investment & Feasibility Modeling (WIFM) tool

Version 2.0

Workplace Investment & Feasibility Modeling (WIFM) Tool

[click to go to another part of WIFM](#)

## Parameters

Projected Headcount *	100 ppl
Utilization Rate Goal	150 usf/person
Total Current Space	20,000 usf
<span style="margin-right: 20px;">Scenario 1</span> <span>Scenario 2</span>	
Degree of Workplace Change *	<span>Low</span> <span>High</span>

## Position Distribution\*

<span style="margin-right: 20px;">Scenario 1</span> <span>Scenario 2</span>		
Office-Based <small>(Considered full time on-site. Less than 1 day a week of teleworking.)</small>	50%	10%
Periodic Telework <small>(Employees primarily work from the office. On average 1 - 2 days a week teleworking.)</small>	20%	50%
Frequent Telework <small>(Employees work between offsite and office. On average 3 - 4 days a week teleworking.)</small>	20%	30%
Remote Work <small>(Extensive virtual work adoption. On average 5 days a week teleworking.)</small>	10%	10%
	100%	100%

### Total Usable Area (USF)

Current Space	Scenario 1	Scenario 2
20,000 usf	12,979 usf	5,829 usf

### Utilization Rate (USF / Person)

UR Goal	Current	w/ Remote	w/o Remote
150	200	130	144
		58	65

### Overall Distribution of Space (Net Area)

Wkstns	Offices	Meeting	Other
29%	17%	17%	4%
35%	5%	22%	3%

### Overall Distribution of Seats

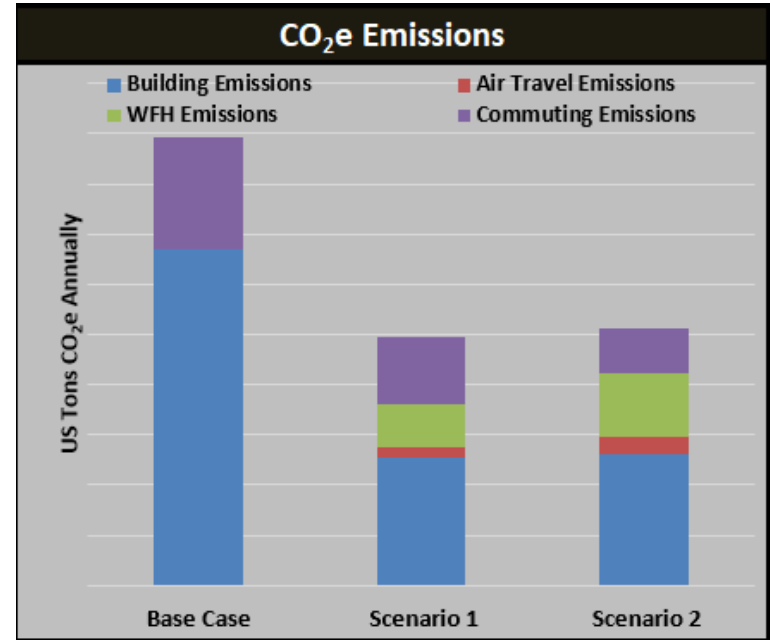
Scenario 1	Scenario 2
176 seats	103 seats
Desks 47%	Desks 46%
Collaboration 53%	Collaboration 54%

\* required field

Welcome
Dashboard
Customize WIFM
Scenario 1 Details
Scenario 2 Details
+

# New CO<sub>2</sub>e Module in WIFM v. 3.0

- Methodology, data, and calculations validated by a cross sector SME Advisory Panel
- Provides ROM estimates of annual workplace CO<sub>2</sub>e
- Shows changes in CO<sub>2</sub>e based on changes in workplace policies, space requirements, and planning decisions
- Captures CO<sub>2</sub>e from **4 emissions streams**:
  - Office building emissions
  - Commuting emissions
  - WFH emissions
  - Air travel emissions
- Learn more:
  - May 23rd - [NIBS Building Innovation Conference](#)
  - This Summer - PBS Client Enrichment Series session





# Coworking Program

**Coworking is an  
opportunity for  
flexibility.**



## Federal Coworking

**Federal agencies sharing** a fully supported move-in ready office environment in **Federal facilities**. Developmental prototype, currently operating out of existing GSA regional offices in 6 locations. GSA hopes to expand the program in the future.

- Philadelphia, PA
- Chicago, IL
- Kansas City, MO
- Denver, CO (Lakewood)
- San Francisco, CA
- Tacoma, WA

## Commercial Coworking

Vendors manage and maintain fully-furnished, **commercially-available** open-office environments where **workers share an office space**, available to both **federal and private sector** workers.

- GSA IDIQ with 5 commercial coworking vendors
- Dispersed across country
- Priced by city tier
- Up to 1-year agreements

## High Security Coworking

**Developing offering!** GSA is partnering with high security level agencies to determine their needs and address the available opportunities to **share space** and services **in a highly secure setting**.

- Program in early development phase
- Partnership with GSA and other high security agencies
- Shared secure settings and resources

# Federal Coworking



## Affordable

Requires little to no initial investment in design, build out, and personal property.

## Frictionless

Allows for immediate occupancy when space is needed.

## Flexible

Responds to changing requirements or surges for in office work.

## Sustainable

Reuses existing space and furniture.

# 04 What's Next?

# Workplace Innovation Lab

# Workplace Innovation Lab – a Proving Ground

A proving ground for the latest workplace technologies, equipment, and furniture set in a federal coworking space at GSA Headquarters.



# Workplace Innovation Lab: Data Snapshot

Data from February 6, 2023 - April 22, 2024

Note: This summary represents data captured in the all three wings of the WIL. In December of 2023, we transitioned from three wings to one.

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



**1,589** Reservation Application Registered Users

Meeting Room Reservations

**4,813**



**86%** Would Return to the Lab in the Future

**5,105** Individual Desk Reservations



Tours & Demos

**300+** Tours Completed

**7,000+** Federal Employees

**100+** Unique Agencies have visited



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

Internet Usage



Steady **1.1-1.3TB/month**



Daily Usage  
Avg. **70-90Mbps**  
High **250 Mbps**



# What We Learned from the WIL

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## Evaluation Focus

## Insights

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### Coworking Potential

*Pilot and assess demand for coworking space offerings.*

- significant potential: 20% of workstations & 23% of meeting room bookings from federal clients
  - 35 client agency events utilized most or all of the WIL, turning it into their own “government innovation lab”
- 

### Diverse Workplace Settings

*Assess impact of individual and collaboration settings in supporting occupant work practices.*

- interest in the 6 neighborhoods varied from 11% - 21% of bookings
  - larger meeting spaces were in higher demand as compared to other collaboration/meeting spaces
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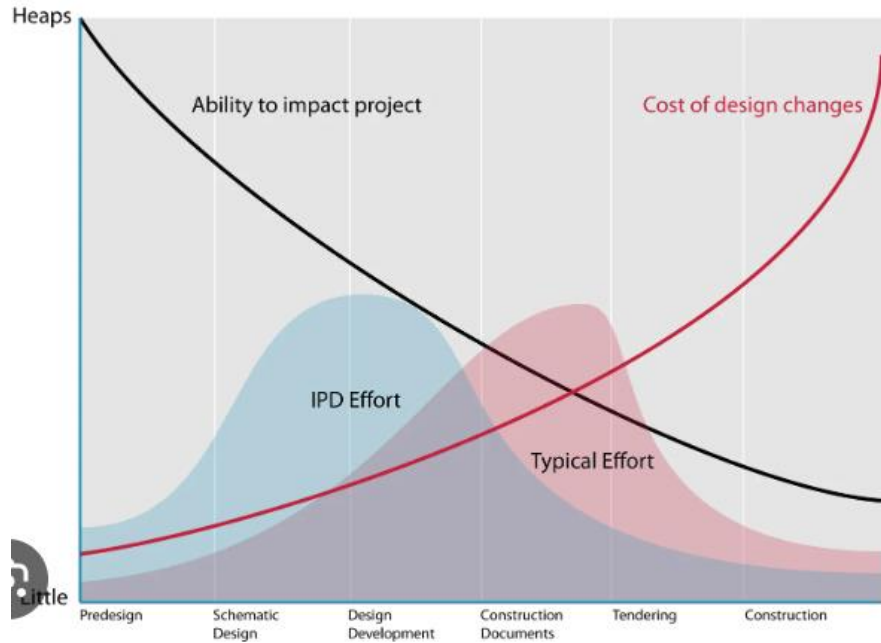
### Hybrid Collaboration

*Integrate technology, furniture, and space, assessing ability to conduct seamless hybrid collaboration.*

- a stable, reliable, and secure wifi network is critical
  - technology and furniture should be selected concurrently
  - space design and furniture selection need to consider perspective from the remote meeting participants
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# Planning for the Future

# Planning for the Future - Illustrated



**Moore's Law**  
*[ˈmɔːz-ˈloʊ]*

An observation that the number of transistors on a microchip roughly doubles every two years, whereas its cost is halved over that same timeframe.

Investopedia

# Questions?

**Get in touch!**

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[Speaker Bios](#)



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