Client Enrichment Series

Workplace Innovation Lab - Insights & Application

Thursday, August 15, 2024

Welcome

Workplace Innovation Lab
August 15, 2024

The presentation will start at 1 pm Eastern

Note: Phones are automatically muted during the presentation. Submit questions to our presentation team via your Q&A pane and we'll 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

Introductions

Ryan Doerfler
Director
Center for Integrated Solutions
Office of Architecture & Engineering
GSA Public Buildings Service

Ryan Booth
Branch Chief
Business Engagement
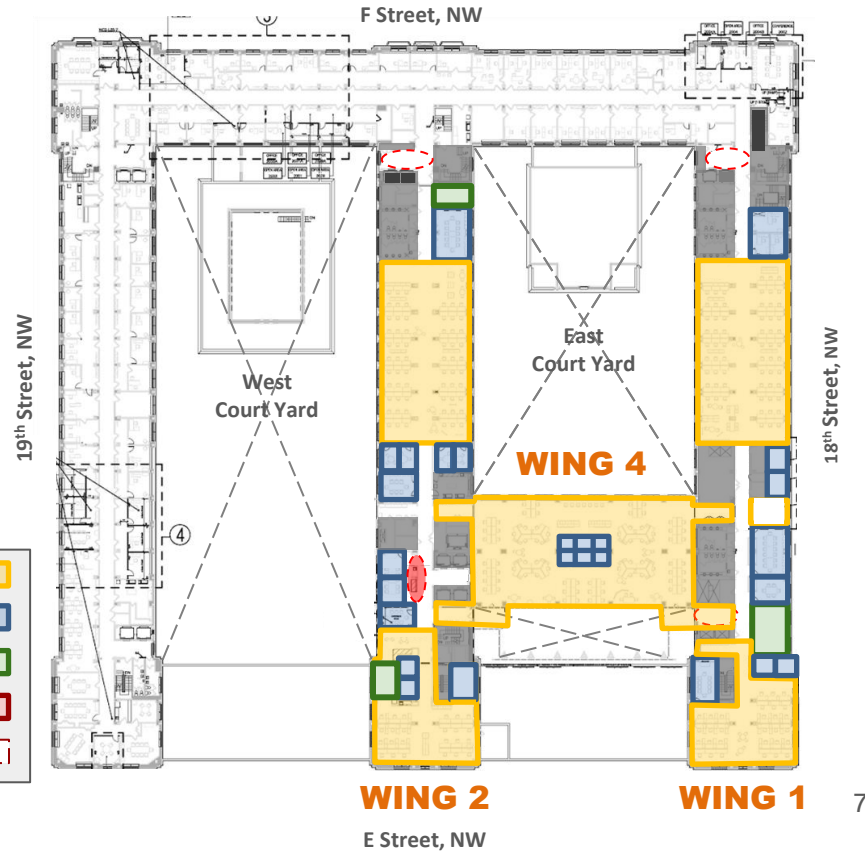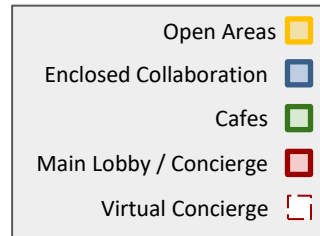Public Buildings IT Services
GSA IT

Agenda

01 Overview

- **flexible, living workplace lab** that constantly changes, in response to evolving research goals

- **source of inspiration for customer agencies** to address their workplace challenges, including underutilized space

- **coworking space** that facilitates government innovation

- **venue to spotlight GSA's mission** beyond workplace

WIL Basics

- one year pilot

- approximately 25,000 usf on the 2nd floor of GSA's Headquarters Building

- six unique neighborhoods

- coworking services, provided to federal client agencies

- from December 2023 to June 2024, the WIL reduced from three to one wing.

Open Areas	🟧
Enclosed Collaboration	🟦
Cafes	🟩
Main Lobby / Concierge	🟥
Virtual Concierge	⬜

F Street, NW

19th Street, NW

18th Street, NW

West Court Yard

East Court Yard

WING 4

WING 2

WING 1

E Street, NW

WIL Basics - Technology

Cisco Innovation Lab Boundary
Wireless Density Tracking
Environmental Sensors
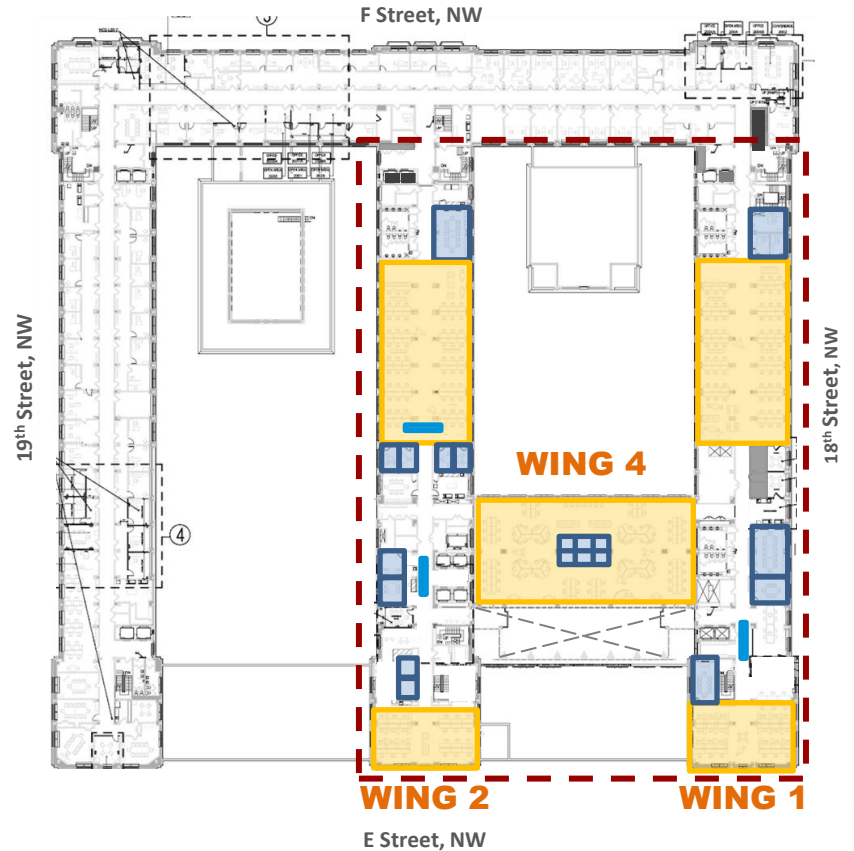Sustainable Lighting
Collaboration Experience
IoT Cameras & Sensors

Visual & Interactive Entrance Control Point (Webex Board)

Conference Room
Webex Video Device
Air Quality Monitoring
Sound/Acoustics

Hot Desks
Webex Video Device
Reservable Space & Meraki Cameras

F Street, NW

19th Street, NW

18th Street, NW

WING 4

④

WING 2

WING 1

E Street, NW

WIL Basics – Technology – Conscierge Kiosk

WIL Neighborhood: Allsteel*

Design Approach

Hybrid workers are coming into the office to either park before or after meetings, or look for a space to reconnect with colleagues.

Features

- Hanging **ceiling acoustic absorbers**; removable table architectural products for division

- **Workstations for small groups** to have heads down space, with an option to migrate to **directly adjacent collaboration areas**

- **The neighborhood includes a bit of "home"** - soft seating solutions with more residential textures and warm wood tones; planters with faux greenery

GSA does not endorse any of the vendors involved in the Workplace Innovation lab, including but not limited to views expressed or the products/services offered.

WIL Neighborhood: Haworth & Price Modern*

Design Approach

Utilize the Competing Values Framework to create a workplace that supports an the multiple potential micro cultures that may exist with an organization.

Features

- **Collaborate** (*Do things that last*): Lounge space with technology

- **Create** (*Do new things*): Mobile stations; teaming tables

- **Control** (*Do things right*): Private office; tackable acoustics

- **Compete** (*Do things now*): Huddle room; focus spaces

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WIL Neighborhood: Kimball International*

Design Approach

See Kimball's five major space types that were informed by research conducted with Ipsos.

Features

- **Room on the Move:** Versatile and movable furniture solutions allow these spaces to easily transition

- **Culture Café:** A variety of seating options for meeting, catching up, and grabbing a bite

- **Work Your Way:** Destinations to accommodate planned and impromptu interactions

- **The Hub:** Supports socialization and connectivity.

- **The Meet Up:** Tech-savvy spaces that support coming together, in-person or virtually
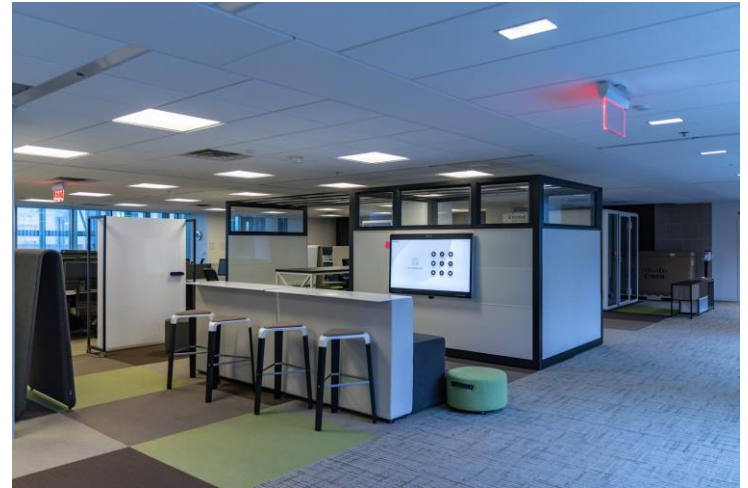
WIL Neighborhood: MillerKnoll*

Design Approach

Consider factors that affect productivity and provides a variety of settings. Gather space use data through the Live Platform feature.

Features

- **Live Platform:** gather real time data and insight.

- **Four different work modes:** individual focus, approachable, touch-down, re-energize.

- **Mobility and easy flex of space**

- **Supports a variety of postures:** lounge, seated, standing

- **Encourages movement,** supporting both planned and impromptu collaboration and engagement

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13

WIL Neighborhood: Swiftspace*

Design Approach

As occupancy dynamics and the individual needs of employees in the workplace continue to create challenges, adapting to change has never been more important. Solutions are designed to be used in different ways throughout the day.

Features

- All workstations are durable and **arrive fully assembled** on impact resistant, steel jacketed **ball bearing casters**

- **Workstations can be set up by anyone**, fit through doorways, and will easily traverse thresholds

- **Variety of solutions** for solo and small group settings

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14

WIL Neighborhood: GSA

Design Approach

Utilizing furniture and offerings currently available through GSA's IDIQ contracts and MAS solutions, reimagine how an agency is able to reuse their existing inventory to test new environments.

Features

- **Maximizing Existing Inventory**: Reconfigure existing furniture and technology for low/no-cost solutions in support of hybrid teams

- **Sustainability / Power over Ethernet (POE)**: Solar film delivers zero carbon power fully integrated to Power over the Ethernet (POE) infrastructure

- **Flexible Range of Workspaces**: Series of settings to support and maximize a variety of hybrid collaboration functions

WIL Technology

- **Multiple video conferencing platforms**: Google, Microsoft Teams, WebEx, & Zoom

- **4K video and high-performance audio** eliminating common challenges like echo, background noise, and distorted sound

- **Digital Collaborative Whiteboarding**

- **Reservation Application** utilizing individual and group bookings

- **Interactive 3D dashboarding** showing real-time occupancy and reservations

- **Secure, dedicated internet SSID**

- **Specialized sensors and motion cameras** tracking data and occupancy
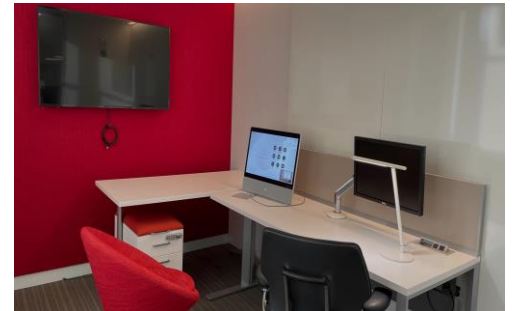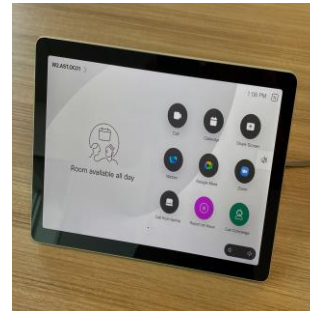
02 Research Data

WIL Data: Snapshot

Data from February 6, 2023 - June 28, 2024

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

5,462 Individual Desk Reservations

1,589 Reservation Application Registered Users

Tours & Demos

300+ Tours Completed

7,000+ Federal Employees

100+ Unique Agencies have visited
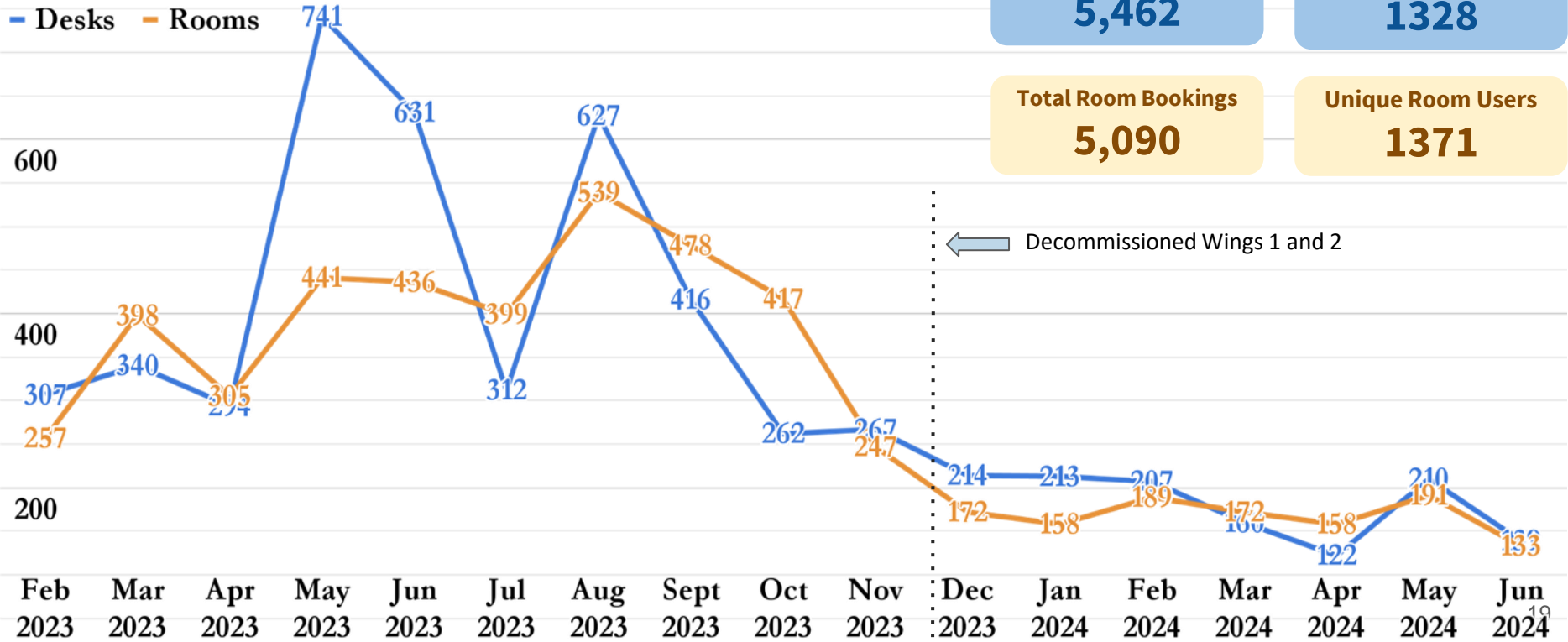
Meeting Room Reservations **5,090**

87% Would Return to the Lab in the Future

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

WIL Data: Desk & Room Bookings

Data from February 6, 2023 - June 28, 2024

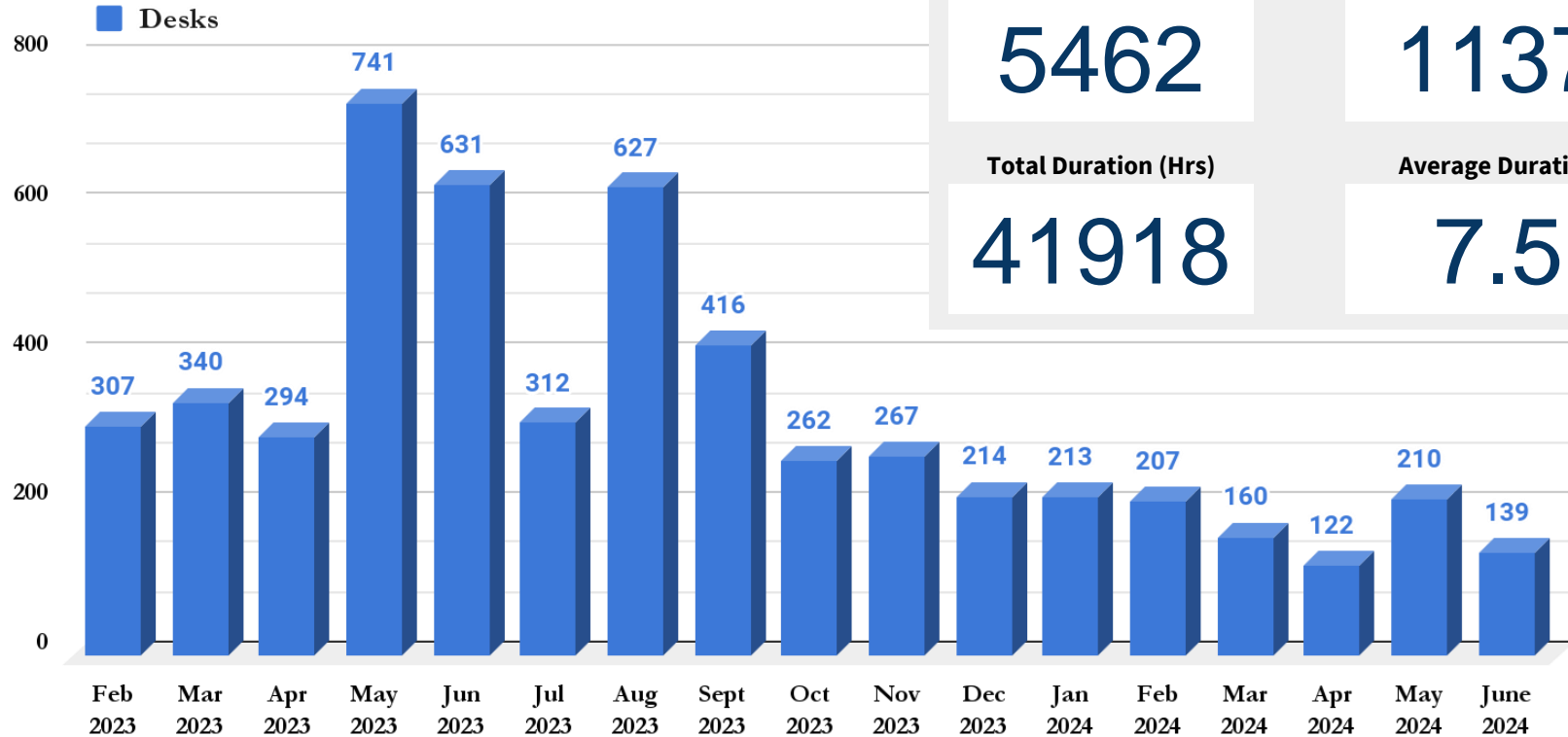| Total Desk Bookings	Unique Desk Users
5,462	**1328**

Total Room Bookings	Unique Room Users
5,090	**1371**

Decommissioned Wings 1 and 2

Legend: — Desks — Rooms

Desks values: Feb 2023: 307, Mar 2023: 340, Apr 2023: 294, May 2023: 741, Jun 2023: 631, Jul 2023: 312, Aug 2023: 627, Sept 2023: 416, Oct 2023: 262, Nov 2023: 267, Dec 2023: 214, Jan 2024: 213, Feb 2024: 207, Mar 2024: 172, Apr 2024: 122, May 2024: 210, Jun 2024: 133

Rooms values: Feb 2023: 257, Mar 2023: 398, Apr 2023: 305, May 2023: 441, Jun 2023: 436, Jul 2023: 399, Aug 2023: 539, Sept 2023: 478, Oct 2023: 417, Nov 2023: 247, Dec 2023: 172, Jan 2024: 158, Feb 2024: 189, Mar 2024: 172, Apr 2024: 158, May 2024: 191, Jun 2024: 133

Data: Desks

Data from February 6, 2023 - June 28, 2024

Total Bookings	Unique Users
5462	**1137**

Total Duration (Hrs)	Average Duration
41918	**7.5**

Desks bar chart values:
- Feb 2023: 307
- Mar 2023: 340
- Apr 2023: 294
- May 2023: 741
- Jun 2023: 631
- Jul 2023: 312
- Aug 2023: 627
- Sept 2023: 416
- Oct 2023: 262
- Nov 2023: 267
- Dec 2023: 214
- Jan 2024: 213
- Feb 2024: 207
- Mar 2024: 160
- Apr 2024: 122
- May 2024: 210
- June 2024: 139

WIL Data: Desks by Neighborhood

Data from February 6, 2023 - June 28, 2024

- GSA 8.3%
- AST 10.1%
- HAW 14.3%
- KMB 19.8%
- SWS 27.0%
- HMK 20.5%
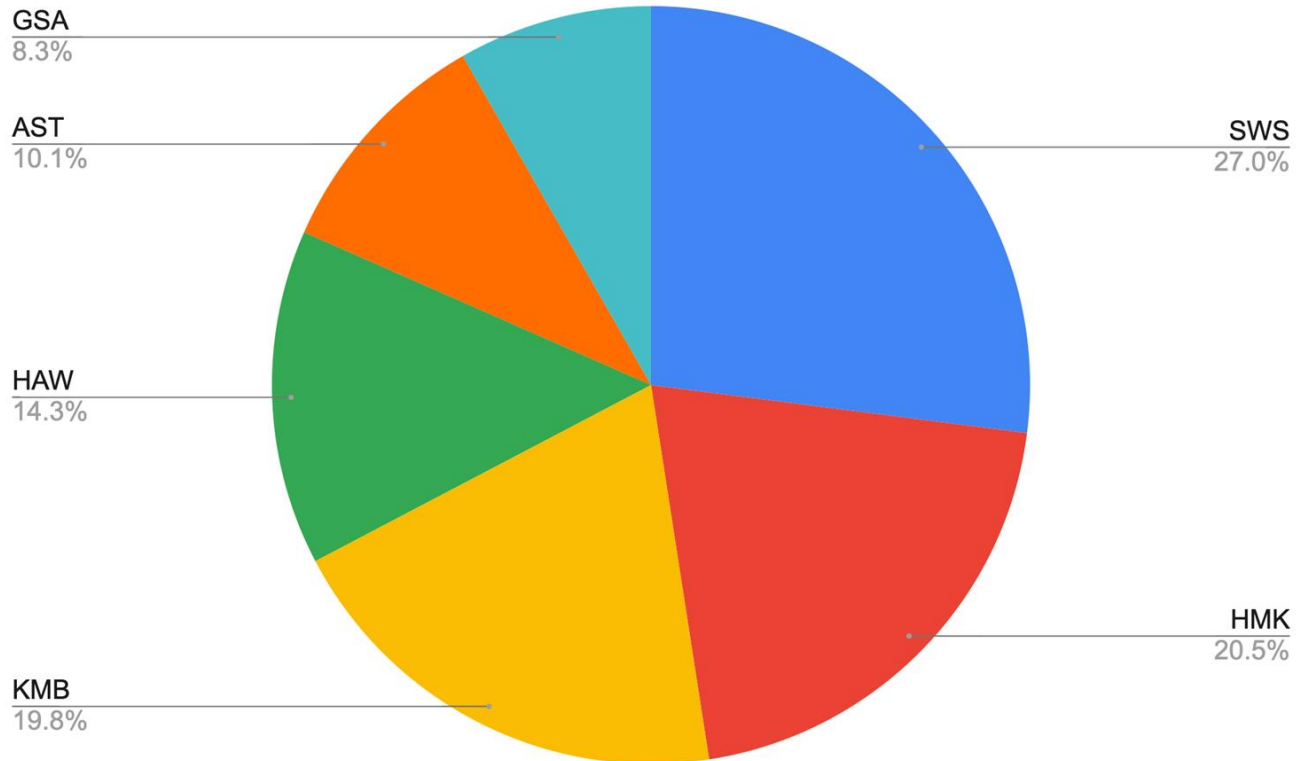
WIL Data: Rooms

Data from February 6, 2023 - June 28, 2024

Total Room Bookings
5090

Unique Users Over Time Period
1196

Rooms bar chart:

| Month	Rooms
Feb 2023	257
Mar 2023	398
Apr 2023	305
May 2023	441
Jun 2023	416
Jul 2023	387
Aug 2023	530
Sept 2023	478
Oct 2023	417
Nov 2023	247
Dec 2023	172
Jan 2024	158
Feb 2024	189
Mar 2024	172
Apr 2024	158
May 2024	191
Jun 2024	133
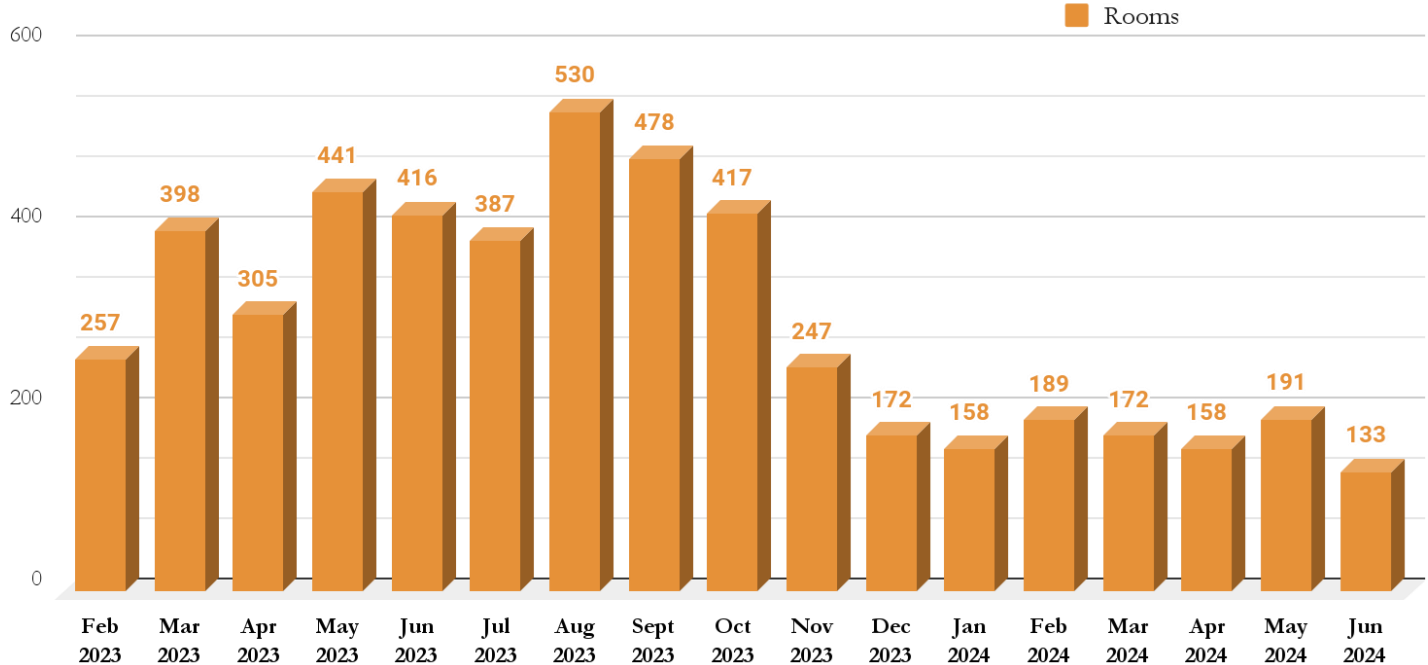
WIL Data: Rooms

Total Room Hours Booked by Day of Week
Reservation Data from February 6, 2023 - June 28, 2024
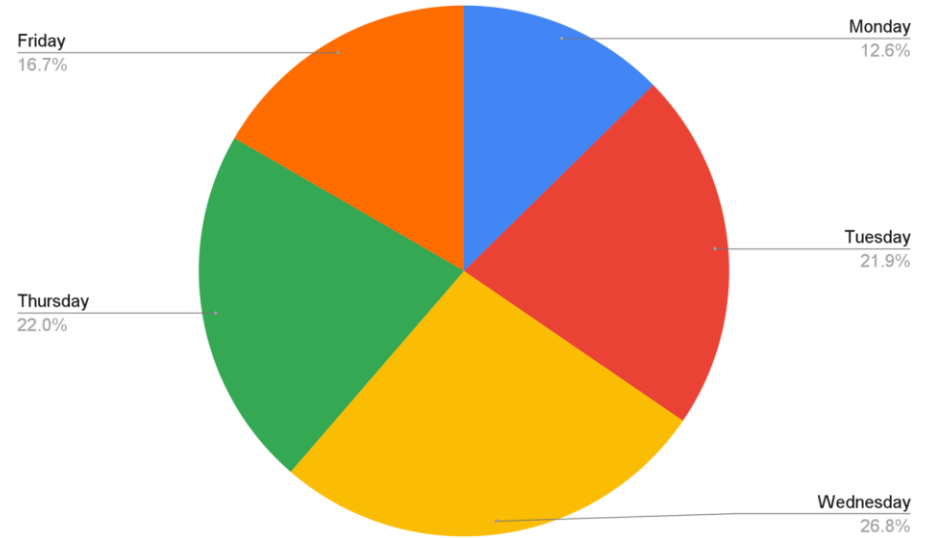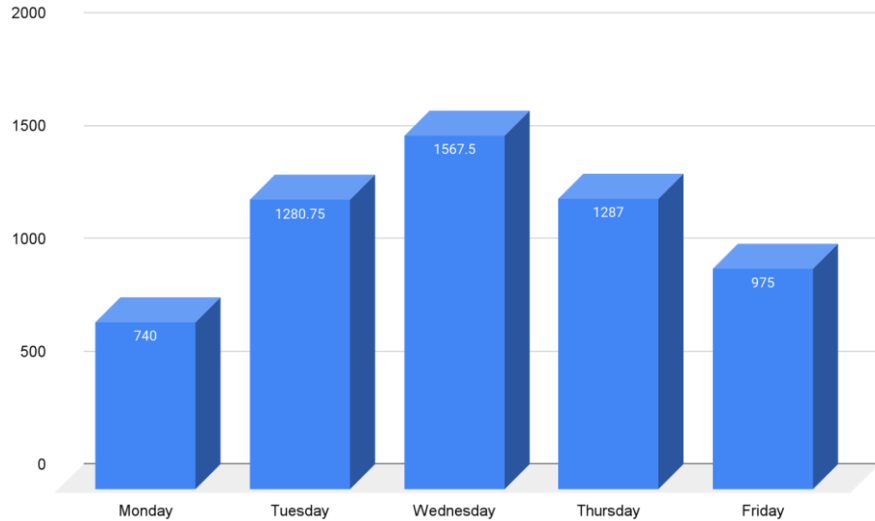
WIL Data: Rooms by Neighborhood
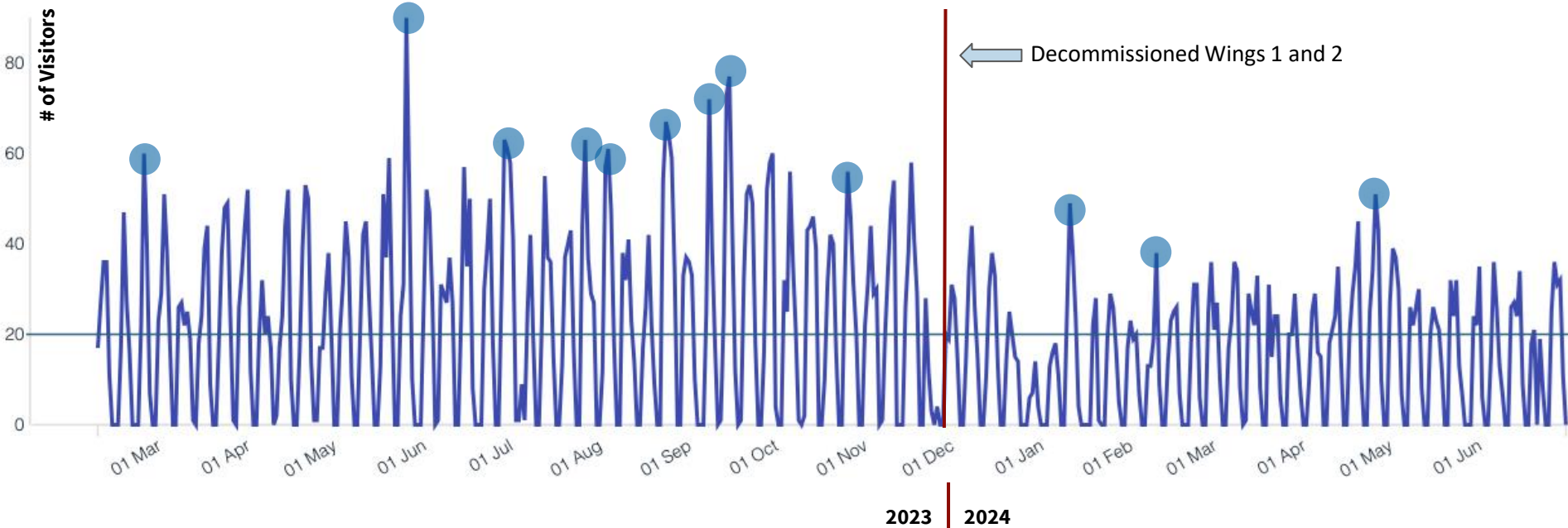
Data from February 6, 2023 - June 28, 2024

- GSA 7.5%
- HMK 11.6%
- CSC 14.2%
- HAW 14.4%
- SWS 27.7%
- KMB 24.6%
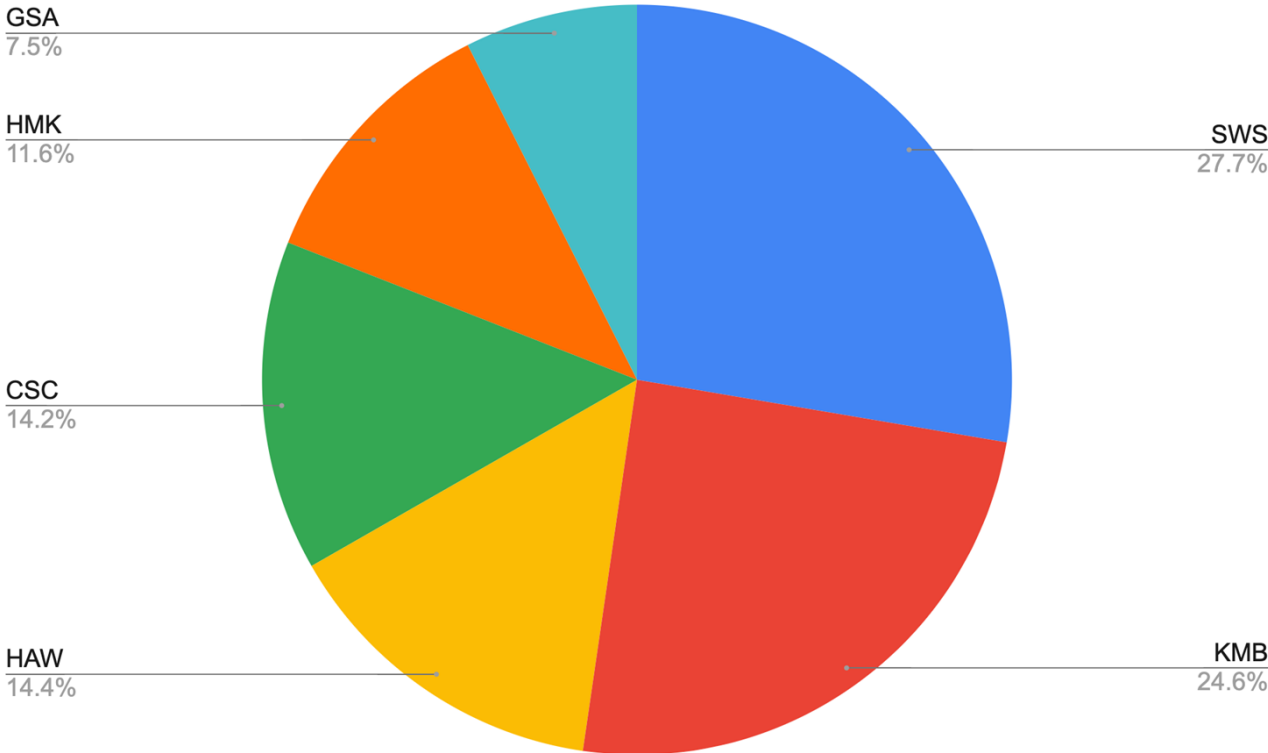
WIL Data: Internet Access (SSID) Tracking

SSID Visits Trends from February 6, 2023 - June 29, 2024

● Total **9,961**   ● Daily Avg **20**

Average Dwell Time	18% of users spent >
5 Hours	**8 Hours**

Decommissioned Wings 1 and 2

# of Visitors

80

60

40

20

0

01 Mar · 01 Apr · 01 May · 01 Jun · 01 Jul · 01 Aug · 01 Sep · 01 Oct · 01 Nov · 01 Dec · 01 Jan · 01 Feb · 01 Mar · 01 Apr · 01 May · 01 Jun

2023 | **2024**

25

WIL Data: Environmental (Temperature)

Data for the month of June 2024

LAST COMPLETED MONTH – JUNE 2024

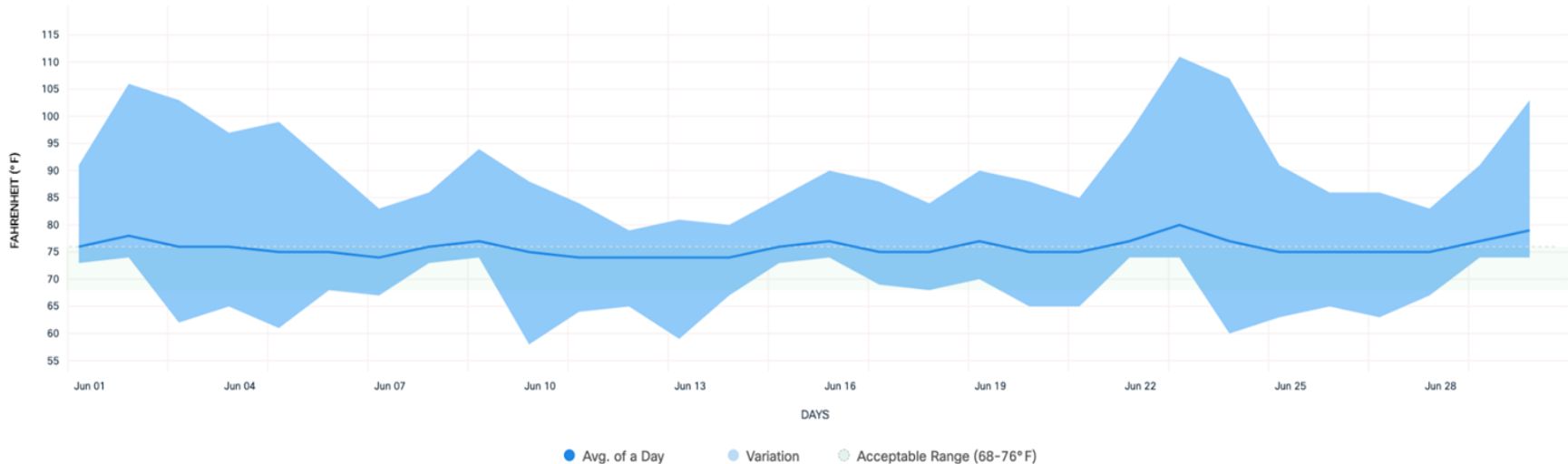| Average	Minimum	Maximum	Sensors Violation Duration ⓘ
76 °F	**58** °F	**111** °F	**715.24** HRS (32 SENSOR)

JUNE 2024

Daily average, min & max Temperature levels in floor 2nd Floor for each day for June 2024

⤴ Export as CSV

● Avg. of a Day ● Variation ● Acceptable Range (68-76° F)

WIL Data: Environmental (Humidity)

Data for the month of June 2024

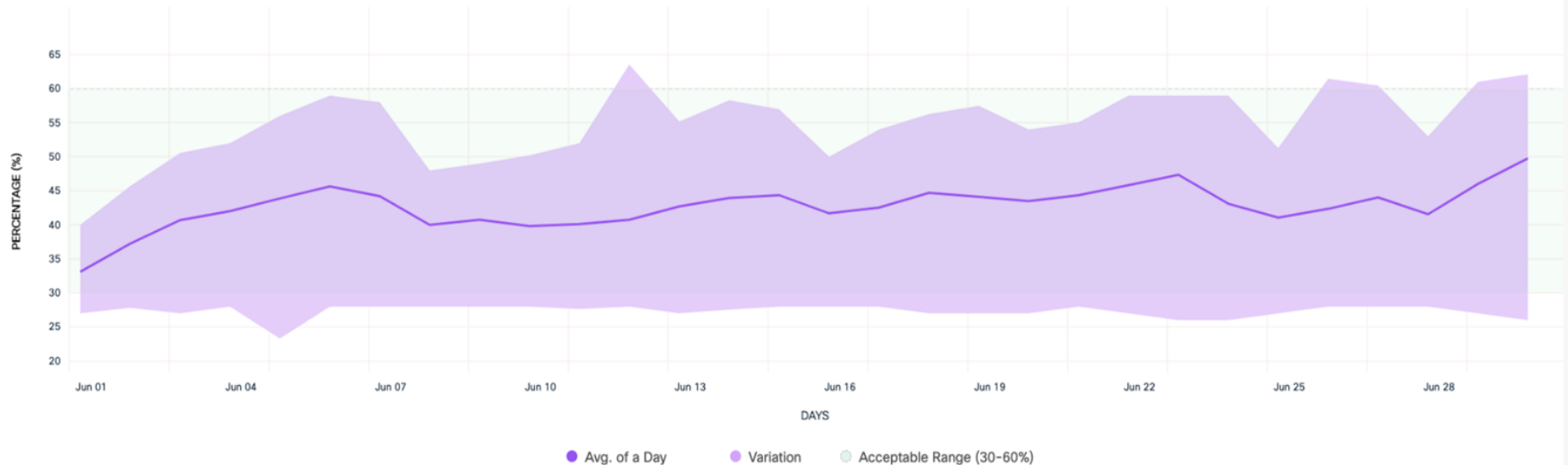LAST COMPLETED MONTH - JUNE 2024

Average	Minimum	Maximum	Sensors Violation Duration ⓘ
42.62 %	**23.32** %	**63.54** %	**720** HRS (22 SENSOR)

JUNE 2024 ⬆ Export as CSV

Daily average, min & max Humidity levels in floor 2nd Floor for each day for June 2024

● Avg. of a Day ● Variation ○ Acceptable Range (30-60%)

WIL Data: Environmental (Indoor Air Quality)

Data for the month of June 2024

28
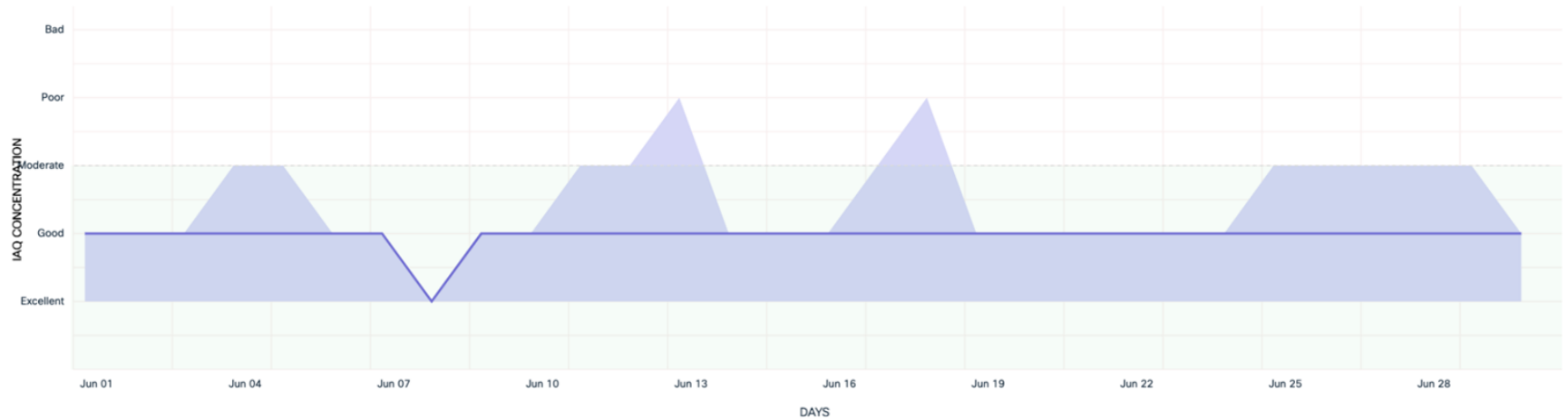
WIL Data: Environmental (Noise Levels)

Data for the month of June 2024

LAST COMPLETED MONTH - JUNE 2024

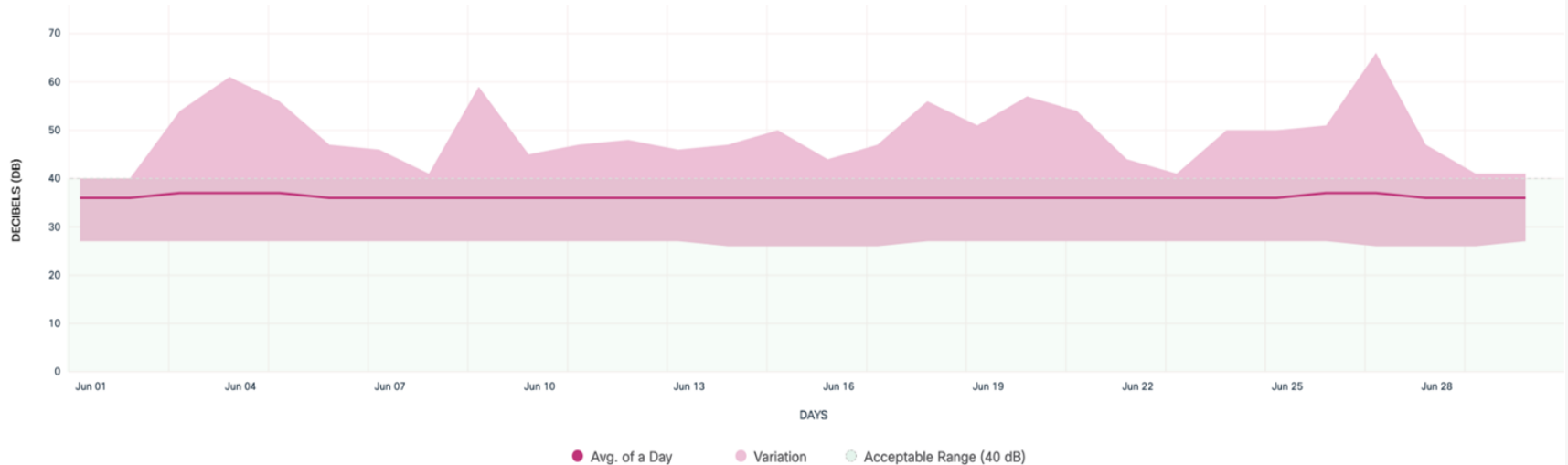| Average	Minimum	Maximum	Sensors Violation Duration ⓘ
36 dB	**26** dB	**66** dB	**577.11** HRS (33 SENSOR)

JUNE 2024

⬆ Export as CSV

Daily average, min & max Ambient Noise levels in floor 2nd Floor for each day for June 2024

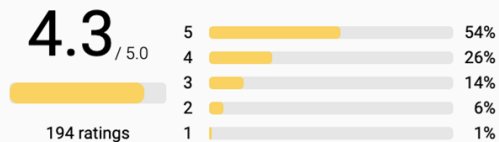● Avg. of a Day   ● Variation   ○ Acceptable Range (40 dB)

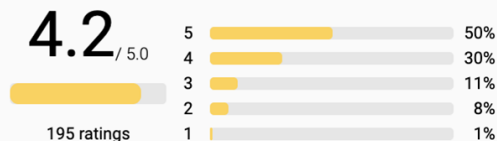# WIL Data: User Survey Feedback – Reservations and Furniture

Survey Feedback February 6, 2023 - June 28, 2024

Reservation Application

Please rate the reservation application you used to book and manage your reservation(s) in the Workplace Innovation Lab
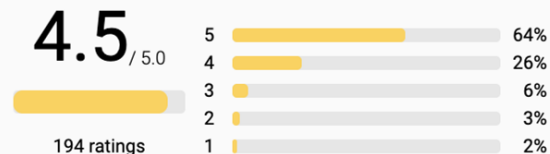
4.3 / 5.0

5	54%
4	26%
3	14%
2	6%
1	1%

194 ratings

How did you find the clarity of directions/instructions?

4.2 / 5.0

5	50%
4	30%
3	11%
2	8%
1	1%

195 ratings

Furniture

Please rate the furniture you occupied in the Workplace Innovation Lab

4.5 / 5.0

5	64%
4	26%
3	6%
2	3%
1	2%

194 ratings

How was your experience with the furniture comfort?

4.5 / 5.0

5	64%
4	24%
3	9%
2	2%
1	1%

194 ratings
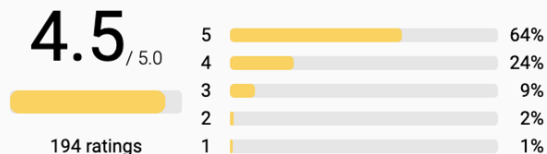
How was your experience with the furniture accessibility?

4.6 / 5.0

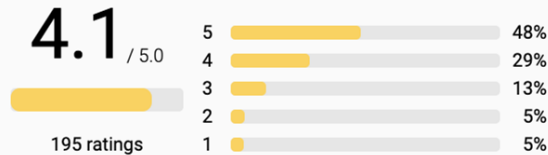|	
5	71%
4	20%
3	6%
2	3%
1	1%

195 ratings
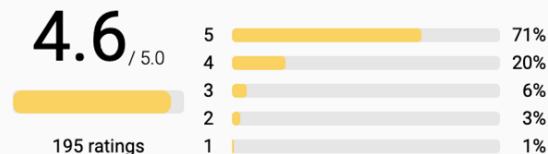
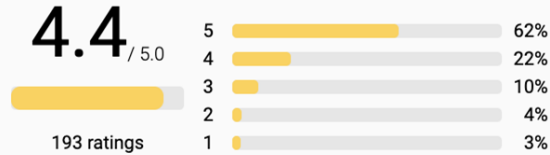# WIL Data: User Survey Feedback - Technology

Survey Feedback February 6, 2023 - June 28, 2024

Technology

Please rate your overall experience with the technology you used while in the Workforce Innovation Lab
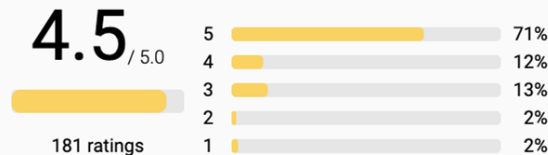
4.1 / 5.0

195 ratings

5	48%
4	29%
3	13%
2	5%
1	5%

How was your experience with the internet connection/speed?

4.4 / 5.0

193 ratings

5	62%
4	22%
3	10%
2	4%
1	3%

How was your experience with the directions on how to use/access equipment

4.2 / 5.0

191 ratings

5	55%
4	22%
3	15%
2	7%
1	2%
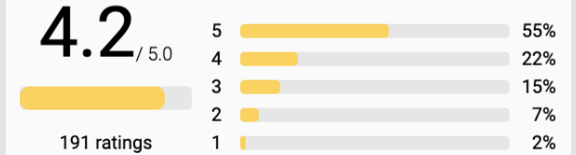
How was your experience with the technical assistance and support?

4.5 / 5.0

181 ratings

5	71%
4	12%
3	13%
2	2%
1	2%

How was your experience with the privacy and security?

4.3 / 5.0

188 ratings

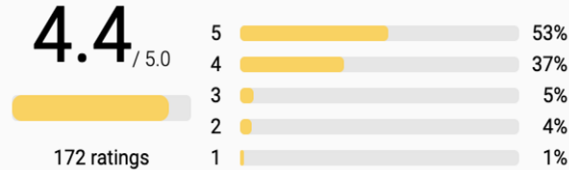|	
5	59%
4	23%
3	12%
2	4%
1	2%
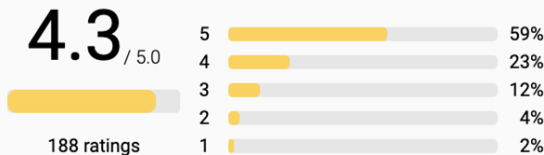
WIL Data: User Survey Feedback - General

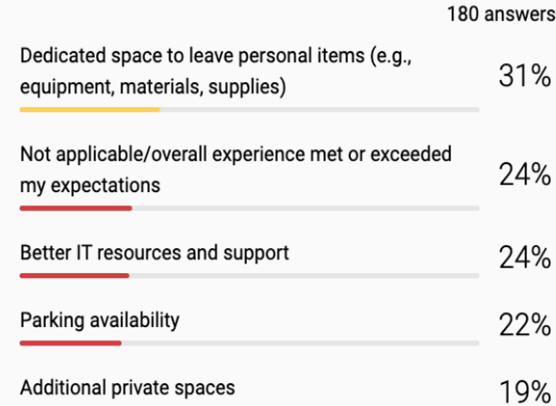**Survey Feedback February 6, 2023 - June 28, 2024**

General

Please rate your overall experience in the Workplace Innovation Lab

4.4 / 5.0

Rating		%
5	▬▬▬▬	53%
4	▬▬▬	37%
3	▬	5%
2	▬	4%
1	▬	1%

172 ratings

Please select what would improve your overall experience. Select all that apply.

180 answers

Dedicated space to leave personal items (e.g., equipment, materials, supplies) — 31%

Not applicable/overall experience met or exceeded my expectations — 24%

Better IT resources and support — 24%

Parking availability — 22%

Additional private spaces — 19%

Do you plan to return to the Workplace Innovation Lab for future work?

189 answers

Yes — 87%

Unsure — 6%

No - I have alternative space I can use and prefer (at home or at my agency office) — 5%

No - I'm visiting from out of town — 3%

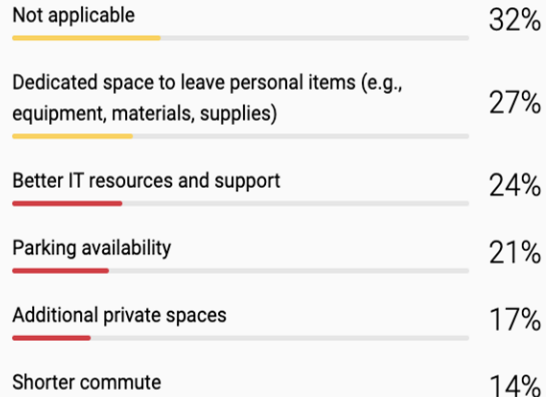No - I'm uncomfortable coworking alongside others — 0%
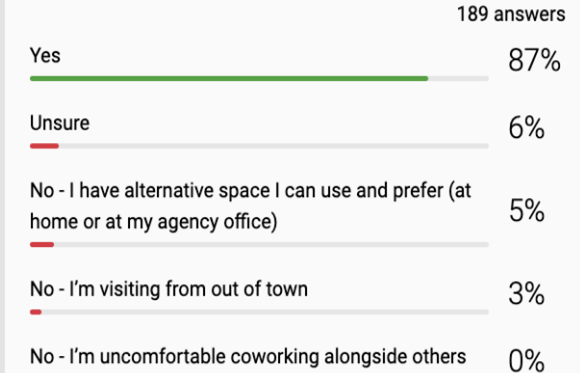
L Data: User Survey Feedback – Increasing ...ihood of Return Users

Survey Feedback February 6, 2023 - June 28, 2024

General

Please select the changes that would increase the likelihood of you returning. Select all that apply:

170 answers

Not applicable	32%
Dedicated space to leave personal items (e.g., equipment, materials, supplies)	27%
Better IT resources and support	24%
Parking availability	21%
Additional private spaces	17%
Shorter commute	14%

More WIL Data ….

- **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

- **48% of all reservations** made at the WIL were meeting rooms

- **90% of visitors** expressed high satisfaction with the technical assistance and on-site support

- **Larger collaboration/meeting space for events** (i.e. Town Halls, off-site workshops, events with breakout sessions) was increasingly in demand at the WIL

More WIL Data … Accommodate Large Groups

03 Insights from the WIL

Hybrid Collaboration

Evaluation Focus

Evaluate the integration of technology, furniture, and space. Assess factors that contribute to a seamless hybrid collaboration.

Resulting WIL Insights

- technology and furniture selection <u>must</u> occur concurrently

- a stable, reliable, and secure wifi network is critical

- user's connection to video teleconferencing equipment should be seamless

- space design and furniture selection need to consider perspective from the remote meeting participants
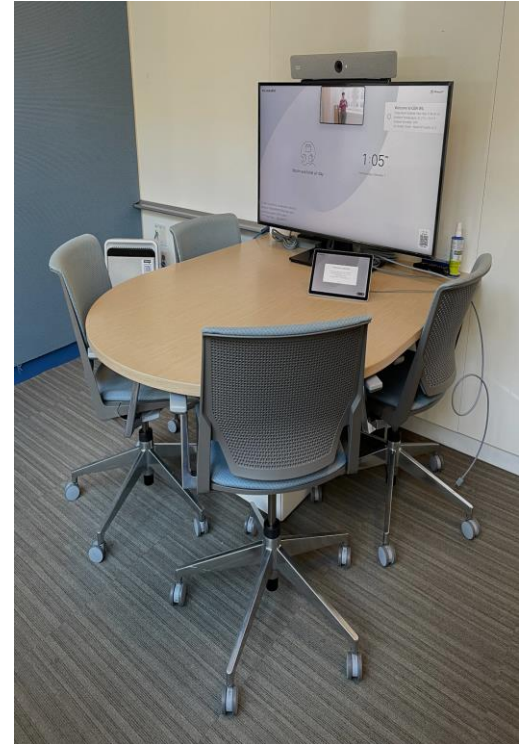
Demand for Coworking Services

Evaluation Focus

Pilot and assess demand for coworking space offerings.

Resulting WIL Insights

- significant potential: federal clients made up 20% of individual workstations & 23% of meeting room bookings

- 35 client agency events utilized most or all of the WIL, turning the WIL into their own "government innovation lab"

- agencies began using the WIL as part of their real estate plans

- concierge staff is critical for troubleshooting day-of issues

Diverse Workplace Settings

Evaluation Focus

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

Resulting WIL Insights

- interest in 6 neighborhoods varied from 11% - 21% of bookings

- a wide variety of neighborhoods are needed to support a similar variety of job functions (ie, one size doesn't fit all)

- when planning for support space needs, consider changes in demand due to changes in needs
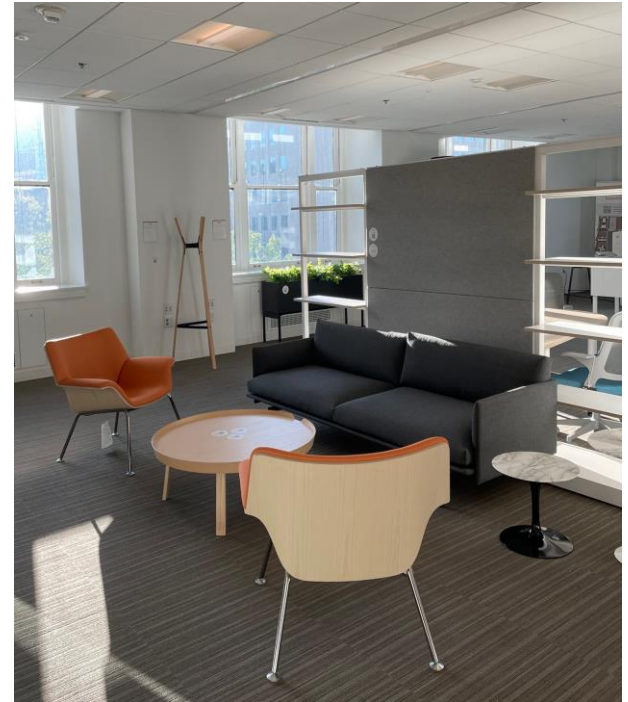
04 Preview of WIL 7200

WIL 7200: Branding & Productivity

Evaluation Focus

Assess impacts on employee productivity associated with customized rebranding of the space.

Design Approach

- when occupied by one or two organizations, rebrand video screens with the organizations logos and other meeting info

- deploy custom research approach to assess impact on staff productivity

WIL 7200: Expand Workplace Flexibility

Evaluation Focus

Identify methods for increasing the flexibility of workspaces to accommodate changing hybrid work styles.

Design Approach

- continue the original WIL research regarding the importance of collaboration areas

- allow reservations to meet larger group needs

- maximize use of moveable tables that can be reconfigured

- provide portable large screens for VTC and presentations

- continually adjust in response to reservation and other research data

WIL 7200: Health & Wellbeing

Evaluation Focus

Explore workplace impact on occupant health and well-being.
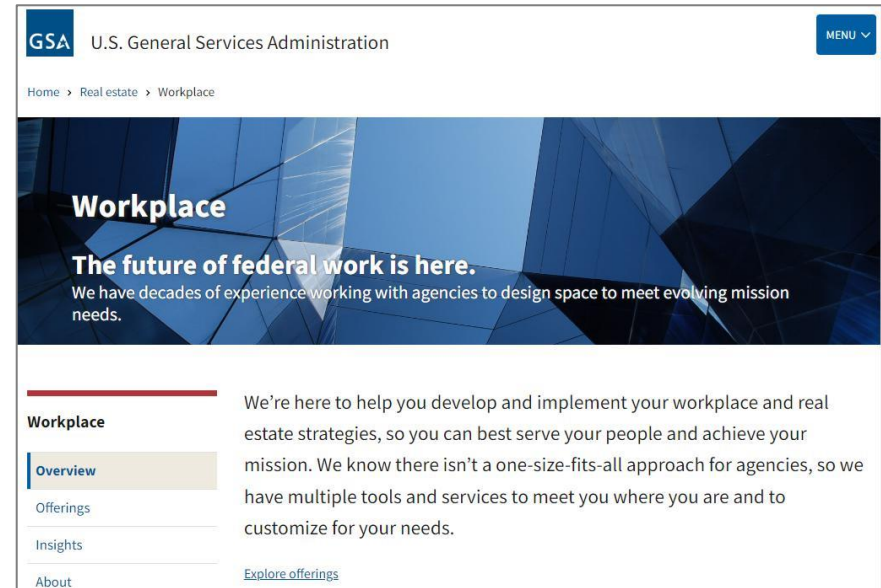
Design Approach

- provide a warmer environment utilizing finishes that have natural colors and patterns

- incorporate biophilic design elements throughout the space

- continue use of sensors to evaluate indoor air quality (IAQ), humidity, and other factors

More details about WIL 7200

- projected to open Spring 2025

- coworking services at GSA's Headquarters building is still available during the transition

- future updates will be shared at gsa.gov/workplace, Workscape newsletter, and other channels

Q & A

Ryan Doerfler
Director
Center for Integrated Solutions
Office of Architecture & Engineering
GSA Public Buildings Service

Ryan Booth
Branch Chief
Business Engagement
Public Buildings IT Services
GSA IT

Thank You

Join us for this upcoming Client Enrichment Series event…

Taming Timelines - Best Practices for Schedule Management
Thursday, August 22nd
1pm - 2:30pm EDT
Register Today!

Watch our ▶ YouTube **class recordings**
visit www.gsa.gov/ces
email clientenrichmentseries@gsa.gov