Public Buildings Service

Daily Occupancy Data

presented by
Office of Portfolio Management and Customer Engagement
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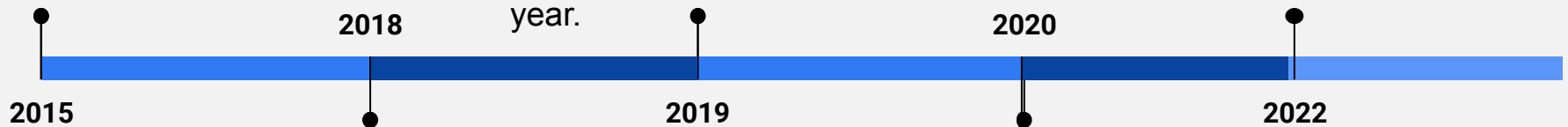# Leveraging Occupancy Data

Reduce the Footprint

Federal agencies reduce real property through the Reduce the Footprint Initiative by focusing on buildings with persistent vacancy or high utilization rates

GSA HQ Building Transformation Completion

GSA leverages occupancy data and implements workplace strategies to consolidate 8 locations and reduce annual rent expenses by over $38M per year.

Return to Work Stagies

76% track occupancy data*, 40% are using their occupancy and financial data to inform decisions, and 54% of customers would like to use Utilization of Space and Daily Occupancy Data.

2018

2015

2019

2020

2022

Value of Occupancy Data

GSA evolves from RTF to right-sizing with an emphasis on office space

Building Occupancy Data for Rightsizing

Began piloting additional occupancy data collection methodologies and metrics to support agencies in the right type and amount of space, at the right cost. GSA currently has direct access to daily occupancy in 8% of owned assets and 1% of leased assets

*Customers were asked how they track their use of space, and 76% say they did, here are the top 4 ways they do that:
- Badging/Reservation Systems
- Daily Check In/Accountability Tool
- Occupancy survey/space walking
- IT systems tracking (IP hits, device monitoring, etc)

Problem Statement:
Sizing Our Portfolio and Adjusting Operations to the New Way of Work

- Based on daily occupancy data and industry research prior to COVID, only an estimated **60-70%*** of assigned building occupants report to the office on an average day. As telework increased, daily occupancy declined to 29**%,** on average** Additionally:

  - Average Utilization Rate (UR) increased from 350 SF per person to 739 SF per person, 4 times GSA's UR Goal of 180 SF per person

  - Average annual rent cost per daily occupant increased from $15,000 to $38,000 per occupant

- From FY20-21, PBS leveraged several technologies and partnered with customers to gain better understanding of occupancy at over 1,000 facilities.

- In FY22, PBS is continuing to pilot solutions for collecting occupancy data, occupancy data is increasingly being used to inform right sizing strategies, and Regions are being measured on their ability to expand the availability of this data point for regional assets.

% Change in Daily Occupancy Rates Before and After COVID-19 in Major Markets**
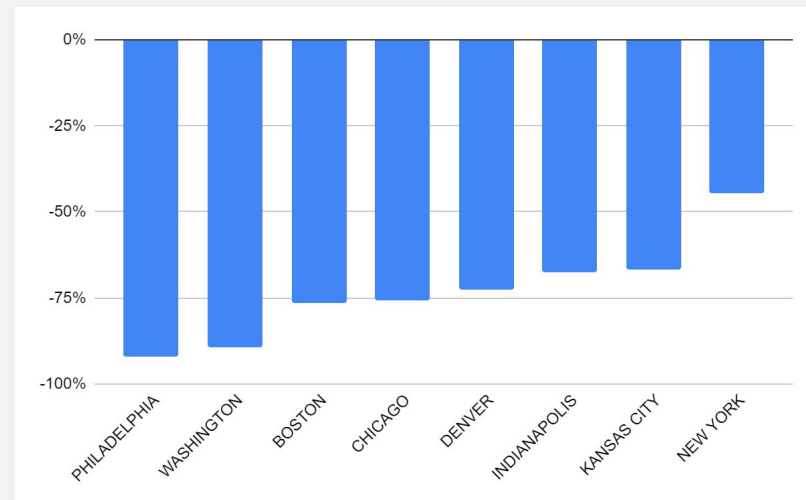
*Pre-COVID, industry research in private sector and federal space estimate on average, 30-40% of workers are out of the office due to leave, travel, scheduled days off, ect**.** 73% utilization found in GSA buildings where we have data, including customer provided data.
**Data based on sample population of 25 buildings across US Markets. Pre-COVID-19 rates from July 2019 - Feb. 2020. Current and after COVID rates from January - May 2022. Figures are rounded

Daily Occupancy Data Collection Mechanisms

	Sensors	Badging/Turnstiles	Cellular Location Data	IT Systems Tracking
Methodology	Total People Count	Badged Employee Count	Est. Mobile Device Count	Device Count
Accuracy (current capability)	Highest	Very High	Medium	Medium
Real Time Data (current capability)	*			
Supports Building Automation Systems	*			
Continued access to updated data	*	*	*	*
Delineates Employees from Guests		*	*	*
No additional hardware required			*	
Historic Data			*	
Additional Cost to Implement	$$-$$$$	$$$	$-$$	$-$$$
Use Case	- Long-term occ. planning, - Cost increases when subdividing space, - Supports Building Automation Systems	- Long-term occ. planning - Multi-tenant space	- Long-term occ. planning - Single-tenant locations only	- Long-term occ. planning

*Comparison based on ongoing pilots and conditions may change as additional information is gathered.

Resources:
Collecting and Using Occupancy Data

- Fact Sheet: What is Occupancy Data ([Link](#))

- Customer Forum Use Cases ([Link](#))

- Standard Lease Language Template:
  Language Added to Global Lease & AAAP Templates FY22,
  Mandatory for Prospectus or office requirements over 40,000 sf:

ACTION REQUIRED: MANDATORY FOR 1) PROSPECTUS LEASES; OR, 2) ACTIONS EXCEEDING 40,000 ABOA SF. THIS ALLOWS DATA TO BE CAPTURED DURING OCCUPANCY TO INFORM FUTURE SPACE UTILIZATION DECISIONS.

7.04   DAILY OCCUPANCY DATA (OCT 2021)

If the Lessor has a means to capture system-generated daily occupancy data identifying the number of people accessing the government occupied space for the period of time specified (e.g., turnstiles, building access system, badges, sensors, WiFi) the Government reserves the right to request daily occupancy data at the Lessor's expense. The data shall cover a 12-month consecutive period of occupancy, and the Government is limited to a total of two (2) separate data requests over the lease term. The LCO (or representative designated by the LCO) shall provide at least 30 calendar days' prior notice to the Lessor for the daily occupancy data period to commence. The Lessor shall provide the daily occupancy data within 30 calendar days after the end of the 12-month consecutive period. Data shall be submitted using either a CSV or Excel file. Data elements shall include, but are not limited to: date, occupancy count, and the tenant agency's name, if the Building contains multiple Government tenant agencies. Data should not include Personally Identifiable Information (PII), e.g., name. If available, additional information may be provided, e.g., date, time of entry, unique card identification number or another anonymous unique identifier, floor accessed, type of occupant - Government employee or contractor, visitor indication, building staff.

Opportunity

- Support agencies to implement tools for collecting daily occupancy data, and leverage the data to support space and portfolio planning.

  - <u>Reductions in Leased Space:</u> In FY22, across 1M SF in locations with badging data and customer provided occupancy data, GSA worked with agencies to identify a 16% reduction in continuing requirements for expiring leased space through Client Project Agreements (CPAs).

  - <u>Reductions in Owned Space:</u> Leveraging occupancy data, reservation system data, and workplace strategy services, GSA consolidated 6 leased locations and 2 owned location, transforming the HQ location, for an over 40% space reduction, $38M per year annual rent savings, $6M annual administrative cost savings, 50% energy consumption reduction, while increasing employee workspace choice and mobility.

  - Data point supporting <u>Workplace Strategies</u>