Public Buildings Service

Daily Occupancy Data

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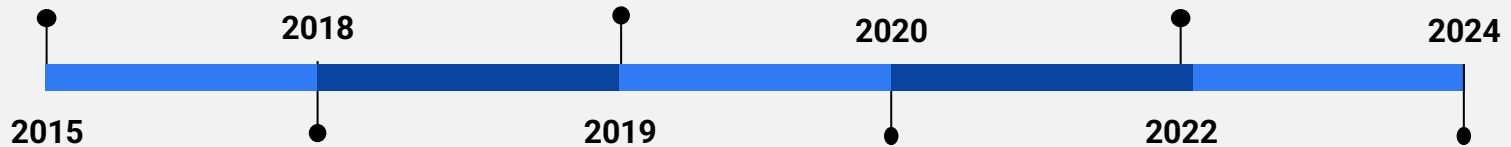
Leveraging Occupancy Data

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

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 Stategy Customer Surveys

76% track occupancy data*
40% use some occupancy and financial data to inform decisions
54% would like to use Utilization Metrics and Daily Occupancy Data.

2018

2020

2024

2015

2019

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 occupancy data collection methodologies and metrics to support agency space planning. GSA has direct access to occupancy date for 15% of owned assets

OMB Memo 2024-01

Outlines standards for measuring occupancy, and implements a 150 USF/person utilization rate and updated design standards.

*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)

Daily Occupancy Data Collection Mechanisms*

	Sensors	Badging/Turnstiles	IT Systems Tracking
Methodology	Total People Count	Badged Swipe Count	Device Count
Accuracy (current capability)	Highest	Very High	Medium
Real Time Data (current capability)	*		
Can be Integrated with Building Automation Systems	*		
Privacy Protection	*	*	*
Delineates Employees from Visitors	Counts total number of employees and visitors combined	Counts registered employees only. Delineates between federal agencies and contractors	Delineates employee devices and visitor/personal devices
Data Collection mechanism	Based on location of sensors	Based on badging access points	Based on WiFi Access Points
Data Granularity	Micro: occupancy patterns within a space	Macro: building, floor, or suite level	Macro: building, floor, or suite level
Use Cases	Portfolio optimization, building restacks and consolidations, workplace strategies, space optimization, support Building Automation Systems	Portfolio optimization, building restacks and consolidations, and workplace strategies	Portfolio optimization, building restacks and consolidations, and workplace strategies

*Comparison based on ongoing pilots and conditions may change as additional information is gathered. Cost associated with increased granularity.

Resources:
Collecting and Using Occupancy Data

- Client Enrichment Series:

  - Understanding your space usage with daily occupancy data (Video and Presentation)

- Customer Forum:

  - Workplace Reboots - Concepts in Action (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 a single year, across 1M SF in locations with badging data and customer provided occupancy data, GSA has 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>