



Roadmap to a workplace strategy & Rollout
AECOM San Francisco

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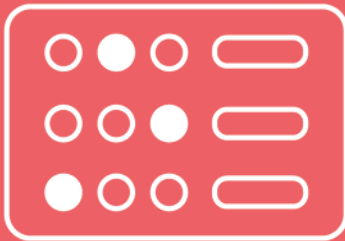
Project Tools

We propose to use a combination of proven qualitative and quantitative methods to achieve evidence based results for Airbnb



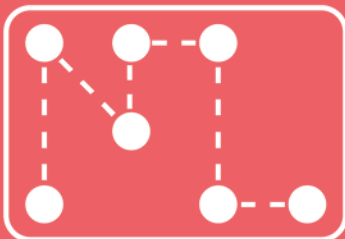
Visioning Session

A one and a half to two hour session with relevant Business Leaders and the project team to develop the project vision, and measures on success. AECOM facilitates discussions on how to use this project to best support the organizational goals and objectives. AECOM utilizes a range of facilitation techniques and intersperses activities with case studies about how workplaces are already changing in an effort to expand and energize the vision of the group.



Workplace Survey (WPS)

The online Workplace Survey is a chance for all employees to participate in the larger project and express their opinions. We gain insight on employee work patterns and also gauge the performance of the physical workplace. We begin to see the performance gaps and start prioritizing issues and concerns to address in our recommendations.



Time Utilization Study (TUS)

The Time Utilization Study measures the utilization of spaces. Observations include the type of activity and number of people occupying a particular space. This determines which spaces are impacted and which are underutilized. In addition to utilization, the TUS validates the work patterns the employee self-reports in the workplace survey.



AECOM Dwell Time

AECOM Dwell Time is an exciting new technology that allows us to accurately - and anonymously - track people's movements through spaces. This technology will provide real data about space usage, pinch points, visitor path and variation over time. The tool can include a customizable dashboard and time lapse playback.

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Workplace Guidelines & Standards

Real Estate Advisory Services

Workplace Guidelines and Standards

AECOM has developed workplace guidelines and space standards for over a dozen organizations, many of them global organizations requiring methodologies to plan for, allocate, design, and manage space across global portfolios. Our clients include Google, Microsoft, Cisco, HP, Nokia-Siemens Networks, Swisscom, Vodafone, GlaxoSmithKline, Pfizer, The British Broadcasting Corporation (BBC), Yahoo!, and the Canadian Broadcasting Corporation (CBC). Collectively, the guidelines we've developed managed approximately 150 million usable square feet of space. This experience directly informs our academic planning work: we have developed innovative approaches to space planning, programming, and management than can be applied to Airbnb.

Our approach to guidelines is grounded in research to understand work patterns and aligning the workplace to an organization's goals so guidelines function as tools for using space strategically. From this common ground, guidelines can take three principal directions: performance, prescription, or process. Guidelines may focus on performance-based design guidance to provide the most flexibility in developing solutions. Guidelines can also function as space or design standards for ensuring consistency of space allocation, configuration, or branding. Last, guidelines may focus more on the process of space transformation and revitalization, for instance setting up a process of developing space budgets per group and guidance as to different ways to configure it and change it over time.

OUR CLIENTS



Real Estate Advisory Services

AECOM can perform asset assessment and business case analysis of different development, acquisition, and interiors build out scenarios, accounting for the full life cycle implications of different real estate alternatives. AECOM's Sustainable Economics team has performed life cycle assessments of basic sustainability assessments to consideration of the pros and cons of owning and managing commercial space versus leasing the commercial space.

AECOM does not have any financial interest in the transaction because AECOM is not a broker. We are an impartial party to real estate choices. We are happy to talk further about capabilities and experience in portfolio analysis and asset management.