

**15th Annual**  
GSA Achievement Award  
for Real Property Innovation

# Call for Entries 2011

Asset Management  
Sustainability  
Workplace  
Innovation



This program is intended to recognize projects and processes that improve the stewardship of Federal real property through outstanding asset management, sustainability, and workplace innovation practices.

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The U.S. General Services Administration (GSA) established the Achievement Award for Real Property Innovation program to serve as a catalyst for Federal agencies to share innovative and successful initiatives they have implemented to improve their management of real property. Since its inception, the program has attracted over 450 unique ideas from the entire Federal real property community. Ideas submitted cover a wide spectrum of real property areas, including business practices, asset management and planning, customer service, information systems, performance measures, security, sustainability, and workforce/human capital strategy. To meet the goal of sharing these ideas with Federal agencies, the Office of Real Property Management publishes an annual on-line publication of submitted entries derived from the awards program that highlights and recognizes innovative projects. They can be viewed on our Website at [www.gsa.gov/realpropertypolicy](http://www.gsa.gov/realpropertypolicy).

This year we are again focusing on Asset Management, Sustainability and Workplace Innovation. We encourage you to share initiatives, innovations and projects in these categories by submitting entries to the award program.

An independent panel of distinguished public and private sector industry experts will judge the award program entries in each of these categories. GSA will recognize the exemplary entries, along with publishing the entries and encouraging the adoption of innovative practices across the Federal Government.

As custodians of Federal real property, Federal agencies are tasked with the responsibility to implement prudent and innovative policies to ensure real property is managed in an efficient and effective manner. Through the GSA Achievement Award for Real Property Innovation, GSA is promoting the objective of improving the stewardship of Federal real property by rewarding exemplary initiatives, innovations and projects in Asset Management, Sustainability and Workplace Innovation.



Carolyn Marie Austin-Diggs  
Director  
Office of Real Property Management  
Office of Governmentwide Policy

# 2011 Call for Entries

## Award Program Overview

GSA's Office of Governmentwide Policy, Office of Real Property Management, is seeking entries for the Fifteenth Annual GSA Achievement Award for Real Property Innovation. The awards program recognizes exemplary initiatives, innovations, and projects in the following three categories:

- **Asset Management** – Achievements related to asset management planning, inventory management, performance management, utilization and disposal of real property, transportation and infrastructure improvement, and portfolio optimization.
- **Sustainability** – Achievements related to sustainable business practices in the area of green buildings and workspaces, such as developing high performance work environments, and implementing Executive Order 13514, “Federal Leadership in Environmental, Energy and Economic Performance.” Practices include alternative work strategies, as well as compliance with the “Guiding Principles for Federal Leadership in High Performance and Sustainable Buildings.”
- **Workspace Innovation** – Achievements related to creating innovative workspaces that are focused on the future by fostering environments that incorporate integrated and sustainable approaches, enhances employee and business performance, that result in long-term cost savings and design.

## Entrant Eligibility

- All Federal Government employees may participate.
- Employees of the Office of Governmentwide Policy are not eligible to participate.
- Initiatives, innovations, and projects in asset management, sustainability and workplace innovation must have been initiated by or completed within the last three years prior to the entry deadline of August 15, 2011.
- Non-winning submissions from previous years may be resubmitted but must comply with the new submission requirements set forth in this document.

## Entry Package

All entries must include the following components:

1. A separate summary page (500 words or less) describing the entry.

2. A clear and concise narrative, which will be judged on the criteria of originality/innovation, effectiveness of the project or program, quantitative analysis, and replicability, as outlined below.

**Originality/Innovation (25 Points)**

Describe how the innovation in asset management, sustainability or workplace innovation has changed your organization's approach to business or service or how it has improved your organization's policies, practices, products and/or services.

**Effectiveness of the Project or Program (25 Points)**

Describe the principal benefits or results (i.e., organizational success, customer satisfaction, employee productivity, and financial savings) of the project's implementation. Has the innovation been applied to a single facility in your inventory or to your organization's entire portfolio? What challenges have been alleviated by the project or program? How were challenges to the development and implementation of this project or program addressed?

**Quantitative Analysis (20 Points)**

Define how your organization measures the success of the innovation. Describe the extent to which a quality control process has been developed (include measures, targets, savings, and other reporting elements).

**Replicability (20 Points)**

Describe the innovation's transferability or the degree to which it can be successfully replicated by other agencies. Can other organizations readily adopt the asset management, sustainability or workplace innovation program? Describe any lessons learned, obstacles faced, and solutions to surmount in execution that would be valuable to other organizations.

**Clarity and Thoroughness of the Entry (10 Points)**

The jury will allocate points based on how clearly and concisely the entrant describes the success of the project.

3. A completed entry form must contain the authorizing official's contact information. The agency official sponsoring the entry must be a level higher than team members. **Note:** *It is the responsibility of the applicant to determine the appropriate authorizing official level that meets the applicant's department/agency approval standards.*

## Entry Submission

The completed entry application package, including the entry form and summary, must not exceed six pages of text on 8.5 x 11 inch paper. Responses should be single-spaced and typed in 12-point font. Additional submission details include:

- There is no entry fee for submissions.
- An agency may submit more than one entry, but a separate entry package is required for each submission.
- All entries become the property of the Office of Real Property Management and will not be returned.

- One (1) high-resolution (250 dpi or higher) unaltered photograph must be included with your entry
- **All entries must be electronically submitted to GSA by August 15, 2011.**

Additional application information can be accessed at:  
**[www.gsa.gov/realpropertyaward](http://www.gsa.gov/realpropertyaward)**

Submit electronic copies to:

GSA Real Property Awards Website at:  
**[www.gsa.gov/realpropertyaward](http://www.gsa.gov/realpropertyaward)**

### **Selection of Winners**

An independent panel of government and industry experts from the real estate community will evaluate the applications and select the winning entries in each category. Judges will use the criteria listed under Entry Package as a guide for evaluating each entry and will score the entry out of 100 possible points. Winners will be contacted in September/October of 2011.

Three awards—one in the category of asset management, one in the category of sustainability, and one in the category of workplace innovation—will be presented. There may not be one winner for both categories. Recognition may also be granted to other submissions at the discretion of the judging panels.

### **Recognition**

GSA will present the awards at a ceremony in Washington, DC, during the Fall of 2011. The winning organization in each category will be presented with an engraved award that symbolizes your commitment to innovation and excellence in real property stewardship.

All entries will be highlighted in the “GSA Achievement Award for Real Property Innovation On-line Publication” as well as posted on the GSA Office of Real Property Management website at [www.gsa.gov/realpropertypolicy](http://www.gsa.gov/realpropertypolicy).

Go to **[www.gsa.gov/realpropertyaward](http://www.gsa.gov/realpropertyaward)** for more information about the GSA Achievement Award for Real Property Innovation or contact Patrice Walker, Program Manager, at (202) 208-7639.

**2011 GSA Achievement Award for Real Property Innovation  
ENTRY FORM**

**DUE DATE: August 15, 2011**

1. Award Category: Asset Management \_\_\_\_\_ Sustainability \_\_\_\_\_  
Workplace Innovation \_\_\_\_\_

2. Entry Title: \_\_\_\_\_

3. Contact Information: The person listed below has active responsibility for the development and/or implementation of this nomination. All correspondence related to this entry will be directed to this individual.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Department/Agency: \_\_\_\_\_

Office/Service/Division: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

4. Authorizing Official's Contact Information: Agency official sponsoring the nomination (at a minimum, must be one level higher than team members – see submission requirements).

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Department/Agency: \_\_\_\_\_

Office/Service/Division: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

5. Team Members: If this is a team submission, in addition to the person identified in item 3 above, please list the other team members responsible for the project. If additional space is required, please type that information on white paper and attach to the Entry Form.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Department/Agency: \_\_\_\_\_

Office/Service/Division: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

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**2011 GSA Achievement Award for Real Property Innovation  
ENTRY FORM**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Department/Agency: \_\_\_\_\_  
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Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

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