



DC Public Library

LIBRARY SERVICES

QUARTERLY PERFORMANCE REPORT

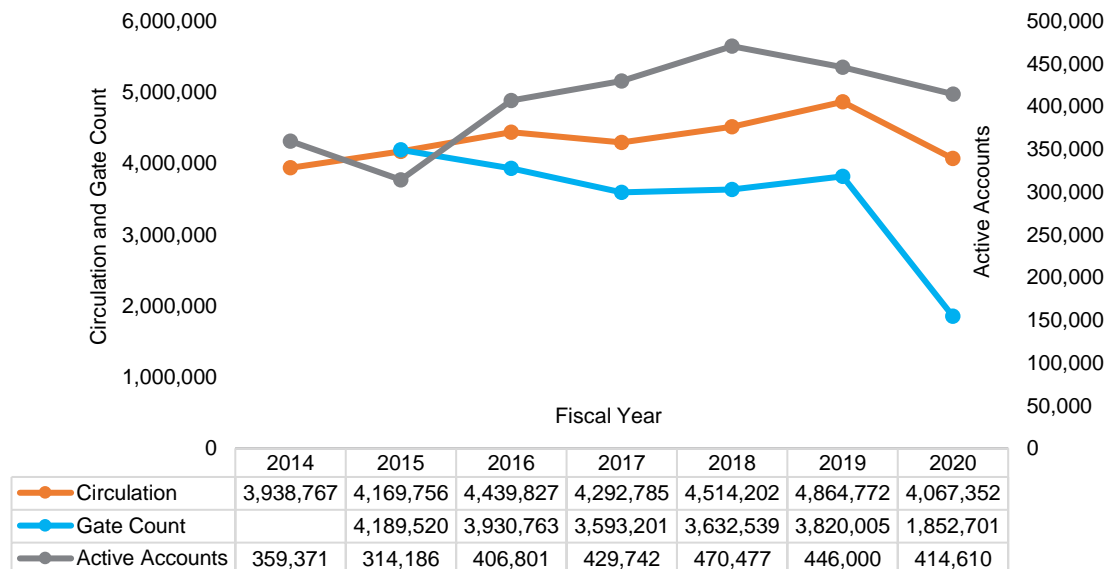
Q4 FY20



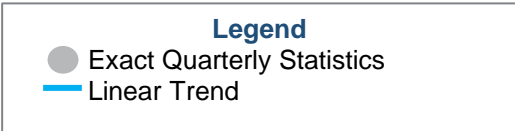
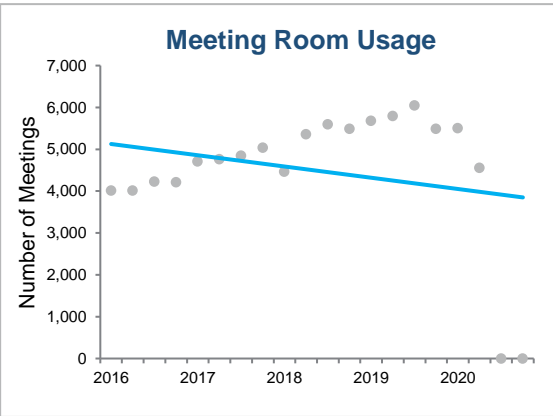
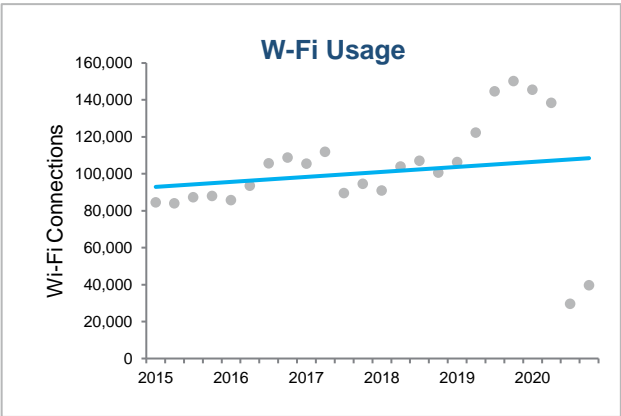
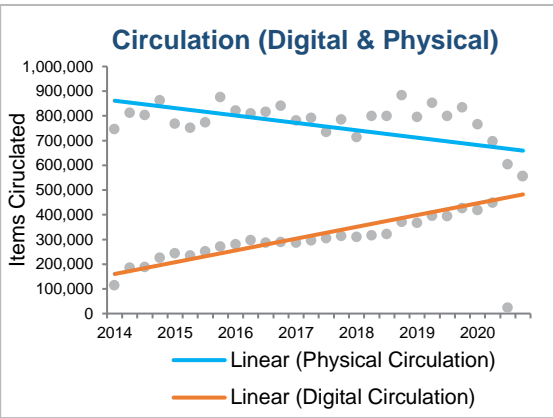
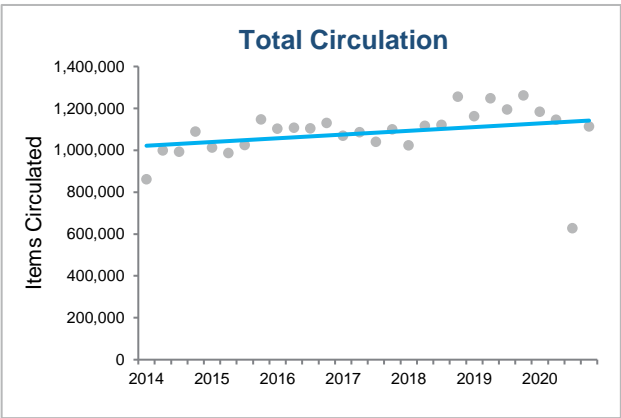
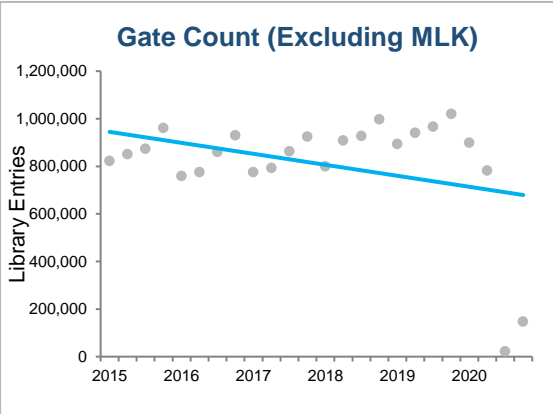
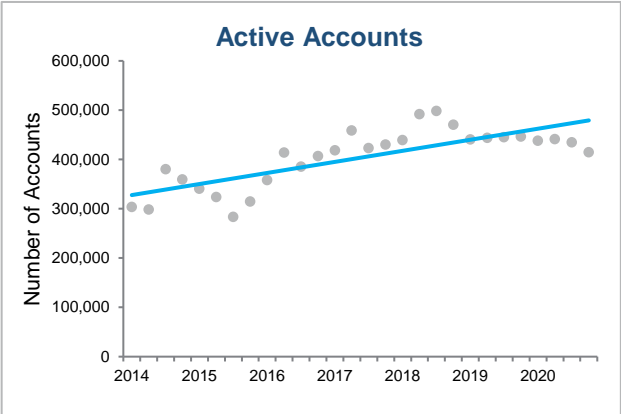
EXECUTIVE SUMMARY

- Six additional neighborhood library locations opened on July 13th, continuing DCPL's phased reopening. This brought the total number of neighborhood library locations open with limited hours and services to 14.
- After a three and a half year, \$211 million renovation, the Martin Luther King Jr. Memorial Library reopened on September 24th with a virtual ribbon cutting ceremony hosted by Mayor Bowser, joined by Gregory McCarthy, President of the Board of Library Trustees, the Library's Executive Director, Richard Reyes-Gavilan, Teen Council member Toni Jackson and other dignitaries. At the ceremony, DCPL unveiled a new logo and brand. In the current phase, in-person services are available to the public on the first floor of the library.
- With an overall 70% reduction in library open hours, performance metrics lagged compared to the same quarter last year, with the exception of digital circulation which was 30% higher and social media impressions which were 50% higher.
- DC Public Library initiated automatic renewals on August 1st to support social distancing and to reduce the need for customers to visit the library's physical campus to renew or return materials. Under this policy, if there is a not a competing hold, an item automatically renews at the end of its lending period. Each item may renew up to 10 times. In early March, at the onset of the shutdown, the due dates of 107,796 checkouts were administratively extended for an indefinite period. These items and subsequent checkouts automatically renewed on August 1st. As a result, physical renewals in Q4 FY20 increased by 76 percent compared to Q4 FY19. These renewals substantially off-set the 74% reduction in physical first check-outs compared to Q4 FY19.
- In late August, in commemoration of the 57th anniversary of the March on Washington – and in anticipation of the reopening of the Martin Luther King Jr. Memorial Library – DCPL partnered with Robin Bell of Bell Visuals to launch a new, 17 minute illumination display on the exterior of the Library at the corner of 9th and G Streets, NW. It was the first of a series of projections that can be viewed every evening starting at sunset through February 2021.
- This summer, DCPL launched DC Family Reads, a literacy program that compliments DC Reads, featuring books that families can read and discuss together and related activities. In Q4, the selected title was One Crazy Summer by Rita Williams-Garcia which had 440 downloads. Summer Challenge ran through the end of August with more than 4,300 registrants. Summer Challenge virtual activities included weekly yoga programs, daily story times, stem videos, and programs with partners such as 123 Andres, Mad Science, Diane Macklin, and Coyaba Dance Theater.

Key Performance Metrics by Fiscal Year

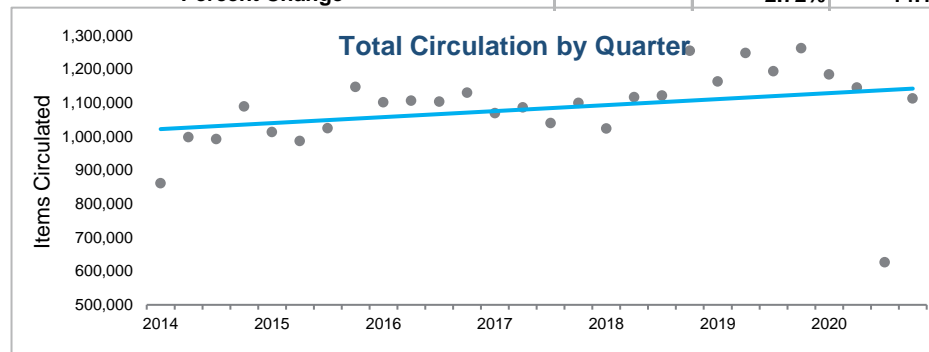


HISTORICAL TRENDS



CIRCULATION

| Ward | Location | Q4 FY16 | Q4 FY17 | Q4 FY18 | Q4 FY19 | Q4 FY20 |
|-----------------------------|--|------------------|------------------|------------------|------------------|------------------|
| 1 | Mt. Pleasant | 59,536 | 65,070 | 72,041 | 67,484 | 49,930 |
| Ward 1 Totals | | 59,536 | 65,070 | 72,041 | 67,484 | 49,930 |
| 2 | Martin Luther King, Jr. Memorial Library | 247,799 | 134,334 | 426 | 351 | 1,015 |
| 2 | Library Express | - | 3,173 | 8,836 | 8,109 | 3,212 |
| 2 | Georgetown | 42,970 | 43,999 | 43,600 | 44,334 | 17,227 |
| 2 | West End | 19,218 | 17,365 | 43,326 | 55,532 | 34,462 |
| Ward 2 Totals | | 309,987 | 198,871 | 96,188 | 108,326 | 55,916 |
| 3 | Chevy Chase | 37,320 | 44,151 | 56,031 | 51,255 | 25,372 |
| 3 | Cleveland Park | 54,942 | 39,320 | 99,215 | 85,726 | 68,161 |
| 3 | Palisades | 22,297 | 6,026 | 35,330 | 34,163 | 14,739 |
| 3 | Tenley-Friendship | 64,394 | 70,111 | 75,079 | 72,280 | 48,321 |
| Ward 3 Totals | | 178,953 | 159,608 | 265,655 | 243,424 | 156,593 |
| 4 | Petworth | 30,449 | 34,537 | 44,291 | 44,771 | 29,688 |
| 4 | Shepherd Park (Juanita E. Thornton) | 13,837 | 16,101 | 16,739 | 21,292 | 21,877 |
| 4 | Takoma Park | 17,567 | 20,380 | 24,822 | 5,866 | 12,330 |
| Ward 4 Totals | | 61,853 | 71,018 | 85,852 | 71,929 | 63,895 |
| 5 | Lamond-Riggs | 14,189 | 11,977 | 16,600 | 16,656 | 6,496 |
| 5 | Woodridge | 11,784 | 43,769 | 52,291 | 48,662 | 37,867 |
| Ward 5 Totals | | 25,973 | 55,746 | 68,891 | 65,318 | 44,363 |
| 6 | Northeast | 35,975 | 39,017 | 54,012 | 54,340 | 51,834 |
| 6 | Northwest One | 6,440 | 10,151 | 11,618 | 10,955 | 4,734 |
| 6 | Rosedale | 8,718 | 10,729 | 12,741 | 11,832 | 6,292 |
| 6 | Shaw (Watha T. Daniel) | 30,390 | 42,243 | 48,614 | 50,049 | 32,605 |
| 6 | Southeast | 35,003 | 39,297 | 48,039 | 47,454 | 19,607 |
| 6 | Southwest | 20,345 | 17,706 | 18,164 | 10,922 | 7,473 |
| Ward 6 Totals | | 136,871 | 159,143 | 193,188 | 185,552 | 122,545 |
| 7 | Benning (Dorothy I. Height) | 14,679 | 18,907 | 15,563 | 12,555 | 9,193 |
| 7 | Capitol View | 8,349 | 1,082 | 11,014 | 12,482 | 7,881 |
| 7 | Deanwood | 4,269 | 7,845 | 8,463 | 6,672 | 3,178 |
| 7 | Francis Gregory | 10,380 | 9,298 | 14,455 | 13,727 | 9,788 |
| Ward 7 Total | | 37,677 | 37,132 | 49,495 | 45,436 | 30,040 |
| 8 | Anacostia | 9,292 | 8,627 | 11,910 | 11,283 | 11,905 |
| 8 | Bellevue (William O. Lockridge) | 8,650 | 8,915 | 11,749 | 9,519 | 7,128 |
| 8 | Parklands-Turner | 11,733 | 11,842 | 10,728 | 9,941 | 5,279 |
| Ward 8 Totals | | 29,675 | 29,384 | 34,387 | 30,743 | 24,312 |
| Other | Jail Library | - | 9,573 | 17,870 | 16,655 | 8,824 |
| Physical Circulation | | 840,525 | 785,545 | 883,567 | 834,867 | 556,418 |
| Digital Circulation | | 288,941 | 313,157 | 370,643 | 426,712 | 556,249 |
| Total Circulation | | 1,129,466 | 1,098,702 | 1,254,210 | 1,261,579 | 1,112,667 |
| Percent Change | | | -2.72% | 14.15% | 0.59% | -11.80% |



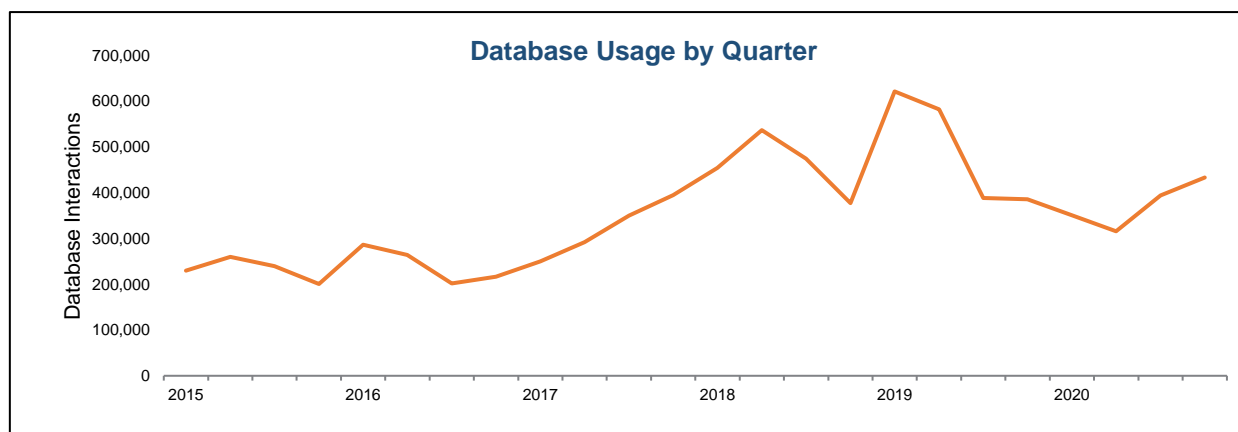
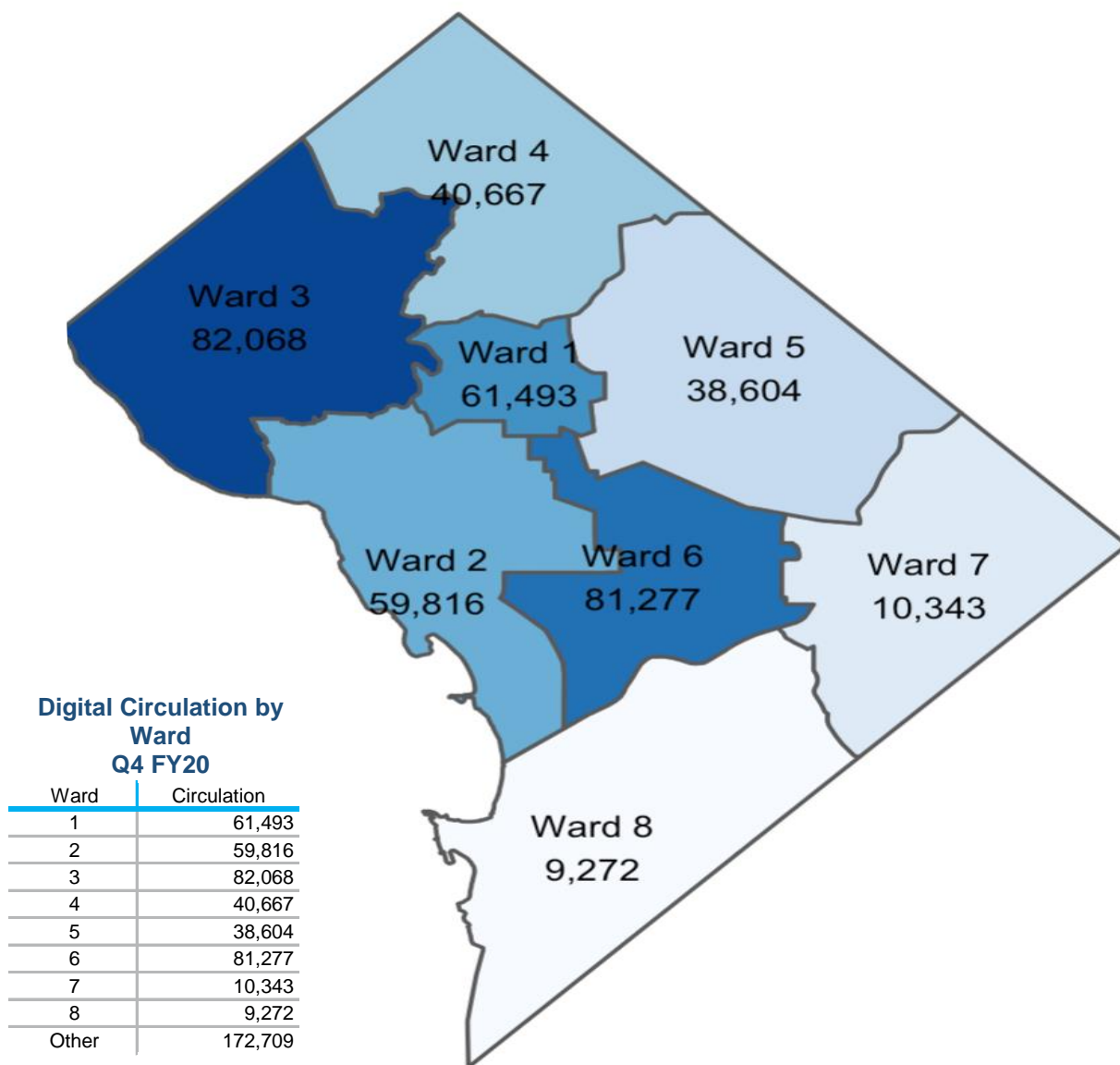
Notes:

*As of Q1 FY18, self-check circulation transactions previously assigned to MLK are assigned to the physical branch where the transaction took place.

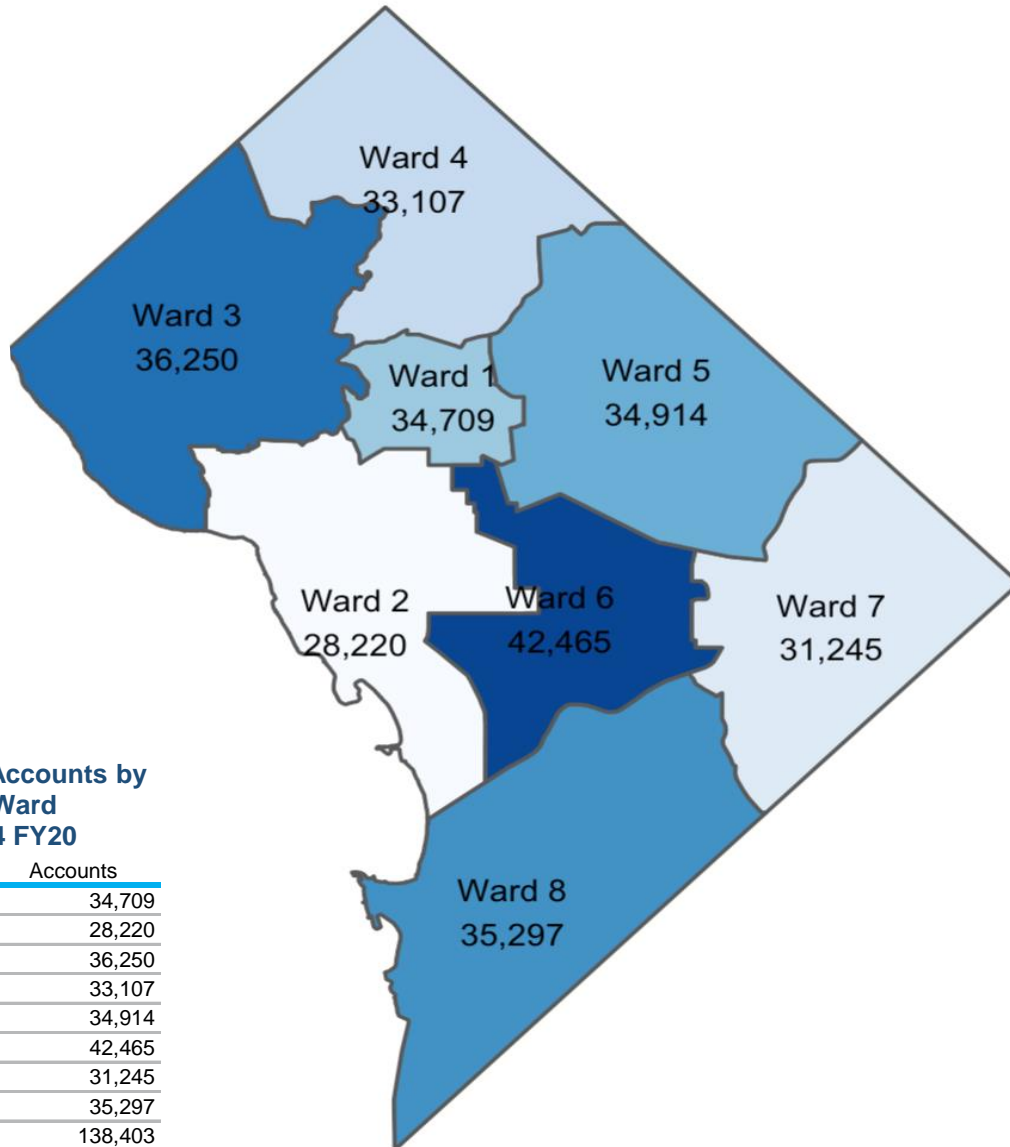
*DCPL initiated automatic renewals on 8/1/2020. Under this policy, if there is not a competing hold, an item renews at the end of its lending period. Each item may renew up to 10 times.

| | FY 2014 | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 |
|--------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Q1 | 860,350 | 1,012,275 | 1,101,415 | 1,068,319 | 1,023,328 | 1,162,307 | 1,183,530 |
| Q2 | 997,758 | 986,421 | 1,106,005 | 1,086,077 | 1,115,873 | 1,247,601 | 1,144,682 |
| Q3 | 992,029 | 1,024,423 | 1,102,941 | 1,039,687 | 1,120,791 | 1,193,285 | 626,473 |
| Q4 | 1,088,630 | 1,146,637 | 1,129,466 | 1,098,702 | 1,254,210 | 1,261,579 | 1,112,667 |
| Total | 3,938,767 | 4,169,756 | 4,439,827 | 4,292,785 | 4,514,202 | 4,864,772 | 4,067,352 |

DIGITAL CIRCULATION



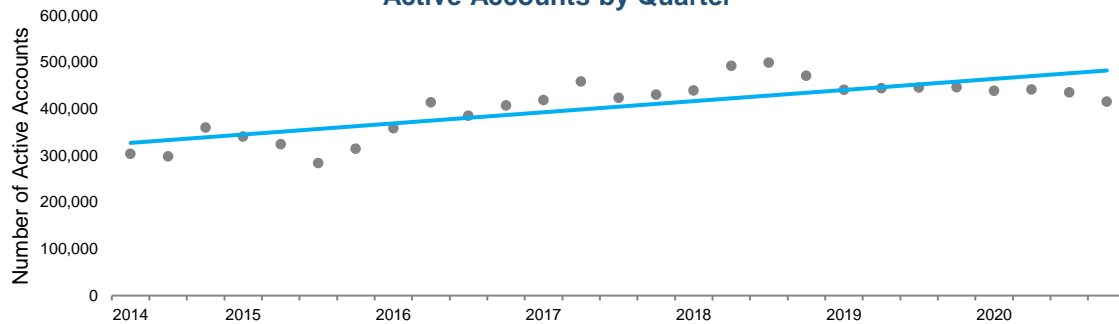
ACTIVE ACCOUNTS



**Active Accounts by Ward
Q4 FY20**

| Ward | Accounts |
|-------|----------|
| 1 | 34,709 |
| 2 | 28,220 |
| 3 | 36,250 |
| 4 | 33,107 |
| 5 | 34,914 |
| 6 | 42,465 |
| 7 | 31,245 |
| 8 | 35,297 |
| Other | 138,403 |

Active Accounts by Quarter



| | FY 2014 | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 |
|----|---------|---------|---------|---------|---------|---------|---------|
| Q1 | 303,280 | 340,389 | 358,106 | 418,598 | 439,213 | 440,471 | 437,962 |
| Q2 | 297,916 | 323,628 | 413,650 | 458,368 | 491,518 | 443,759 | 440,971 |
| Q3 | 380,142 | 283,407 | 384,992 | 422,946 | 498,436 | 444,948 | 434,683 |
| Q4 | 359,371 | 314,186 | 406,801 | 429,742 | 470,477 | 446,000 | 414,610 |

PROGRAMS AND OUTREACH

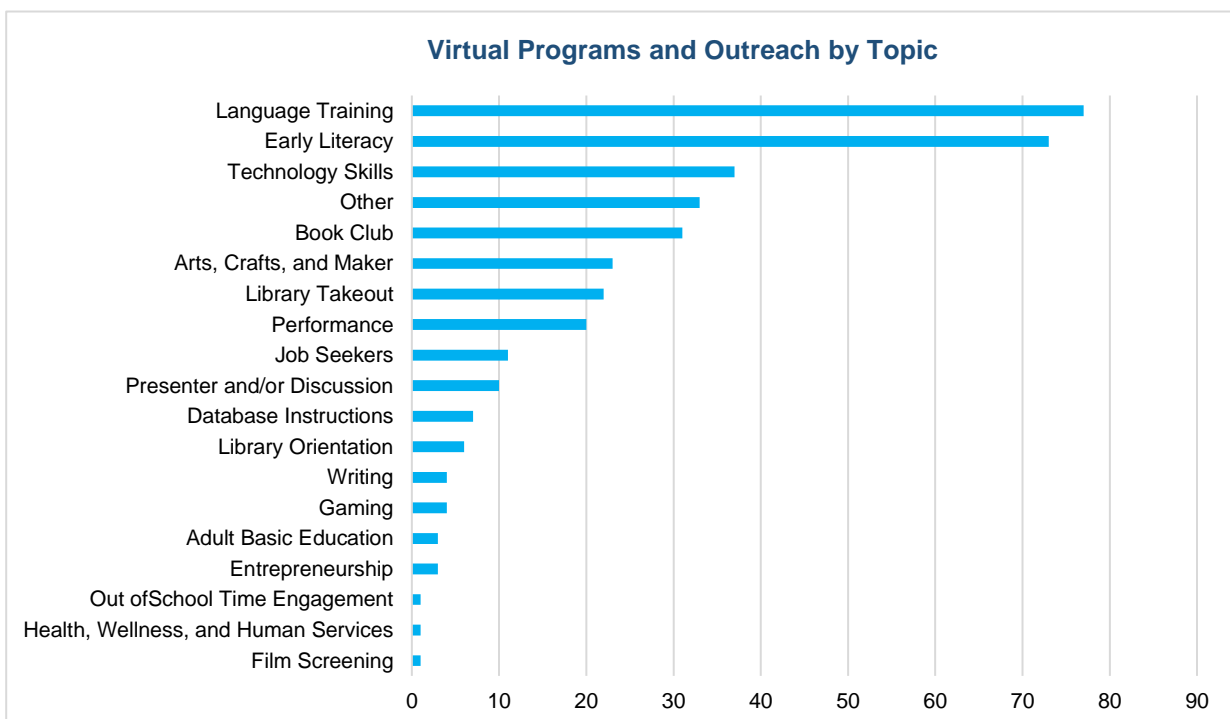
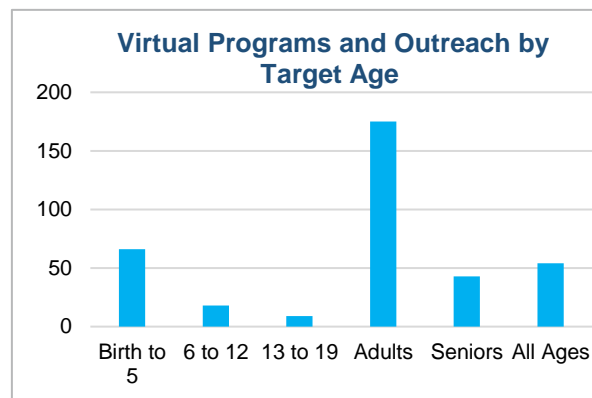
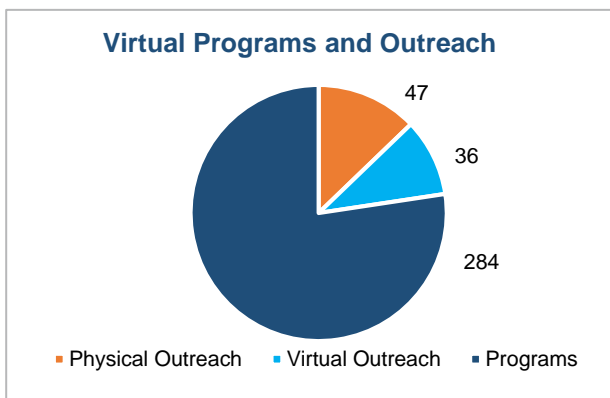
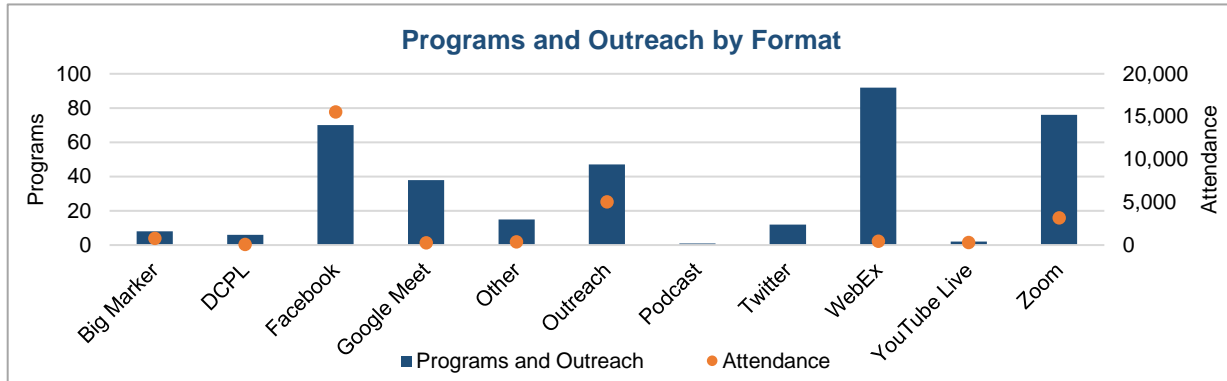
Q4 FY20

Total Programs

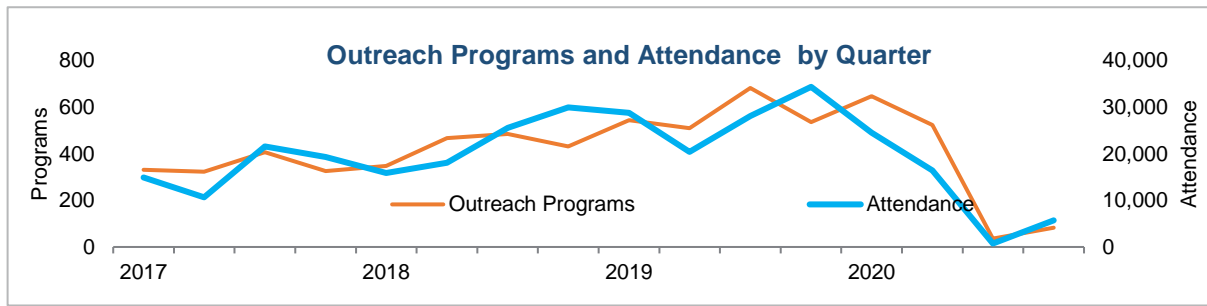
367

Total Attendance

27,151



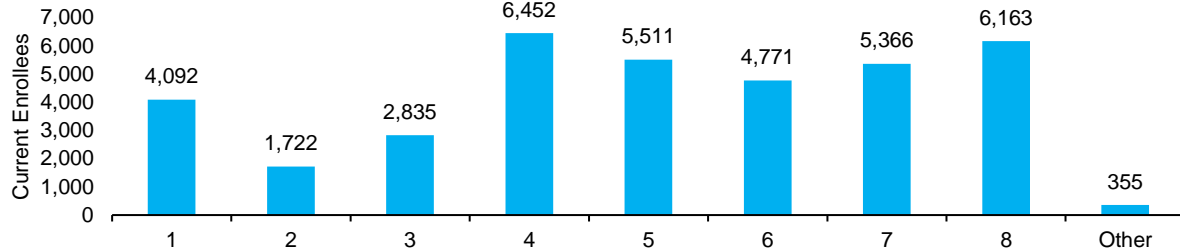
OUTREACH



| | Programs | | | | Attendance | | | |
|--------------|--------------|--------------|--------------|--------------|---------------|---------------|----------------|---------------|
| | FY2017 | FY2018 | FY2019 | FY2020 | FY2017 | FY2018 | FY2019 | FY2020 |
| Q1 | 331 | 348 | 544 | 648 | 14,958 | 15,917 | 28,789 | 24,519 |
| Q2 | 323 | 467 | 510 | 524 | 10,647 | 18,083 | 20,431 | 16,415 |
| Q3 | 407 | 485 | 683 | 36 | 21,599 | 25,552 | 28,127 | 738 |
| Q4 | 326 | 432 | 537 | 83 | 19,318 | 29,972 | 34,396 | 5,723 |
| Total | 1,387 | 1,732 | 2,274 | 1,291 | 66,522 | 89,524 | 111,743 | 47,395 |

EARLY LITERACY

Books from Birth Enrollment by Ward Q4 FY20

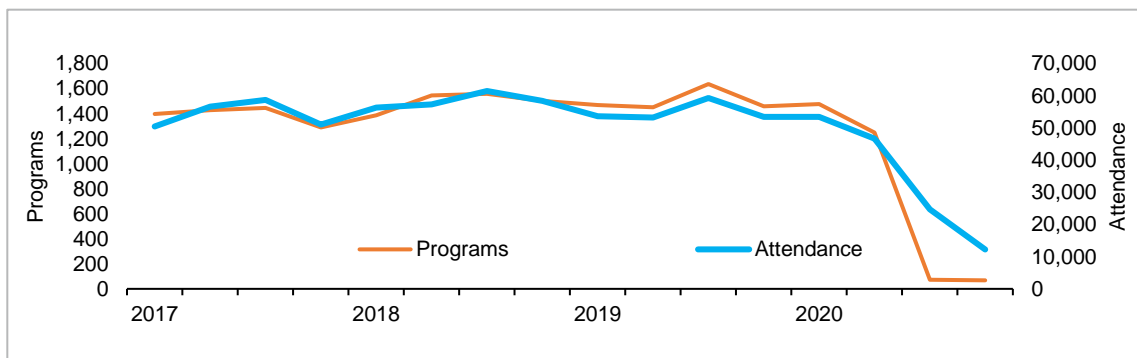


Books from Birth Enrollment by Quarter

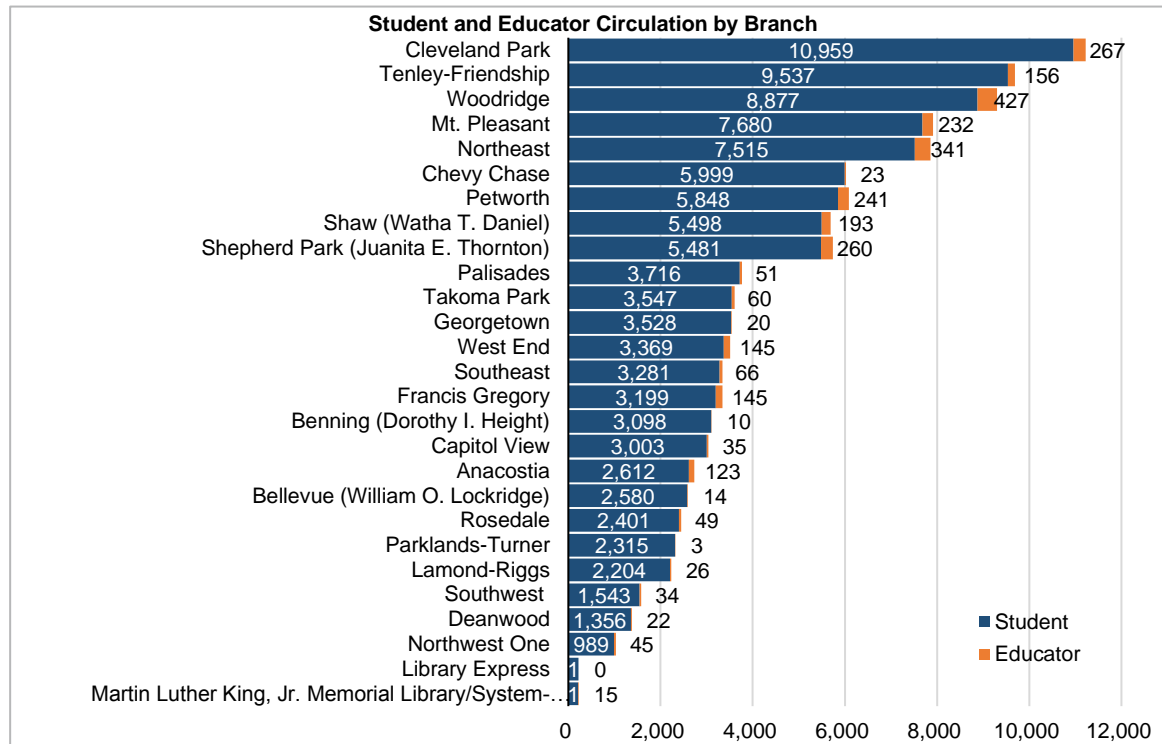
| | Q2 FY19 | Q3 FY19 | Q4 FY19 | Q1 FY20 | Q2 FY20 | Q3 FY20 | Q4 FY20 |
|-----------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Eligible Children Citywide | 41,955 | 41,955 | 41,955 | 41,955 | 41,955 | 41,955 | 41,955 |
| Enrollment Citywide | 34,261 | 34,813 | 35,736 | 36,243 | 36,839 | 36,691 | 37,267 |
| % of Citywide Eligible Enrolled | 81.58% | 82.98% | 85.18% | 86.39% | 87.81% | 87.45% | 88.83% |
| Graduated Citywide | 10,037 | 11,167 | 12,304 | 13,536 | 14,728 | 15,988 | 17,195 |
| Eligible Children in Target Areas | 25,217 | 25,217 | 25,217 | 25,217 | 25,217 | 25,217 | 25,217 |
| Enrollment in Target Areas | 22,150 | 22,504 | 23,077 | 23,368 | 23,802 | 23,493 | 23,882 |
| % Target Areas Enrolled | 87.8% | 89.2% | 91.5% | 92.7% | 94.4% | 93.2% | 94.7% |
| Total Enrolled + Total Graduated | 44,298 | 45,980 | 48,040 | 49,779 | 51,567 | 52,679 | 54,462 |

Birth to 5 Programs and Outreach by Quarter

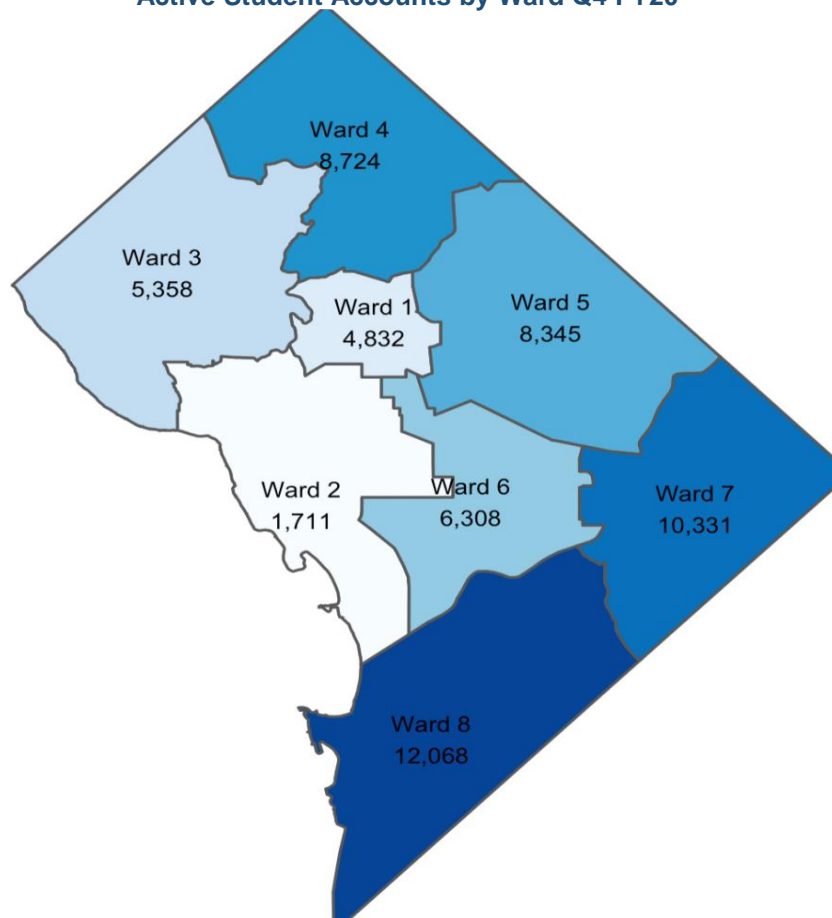
| | FY 2017 | FY 2018 | FY 2019 | FY 2020 |
|--------------|--------------|--------------|--------------|--------------|
| Q1 | 1,398 | 1,388 | 1,469 | 1,476 |
| Q2 | 1,428 | 1,546 | 1,452 | 1,249 |
| Q3 | 1,447 | 1,558 | 1,637 | 73 |
| Q4 | 1,291 | 1,502 | 1,458 | 68 |
| Total | 5,564 | 5,994 | 6,016 | 2,866 |



STUDENT AND EDUCATOR ACCOUNT ACTIVITY

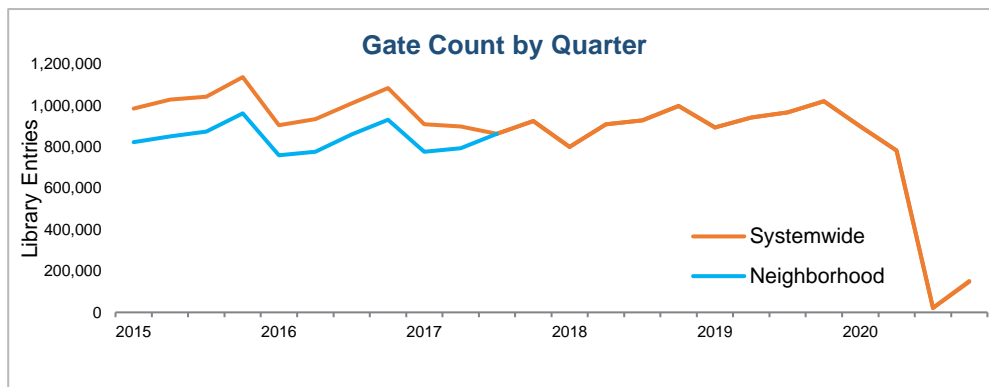


Active Student Accounts by Ward Q4 FY20



GATE COUNT

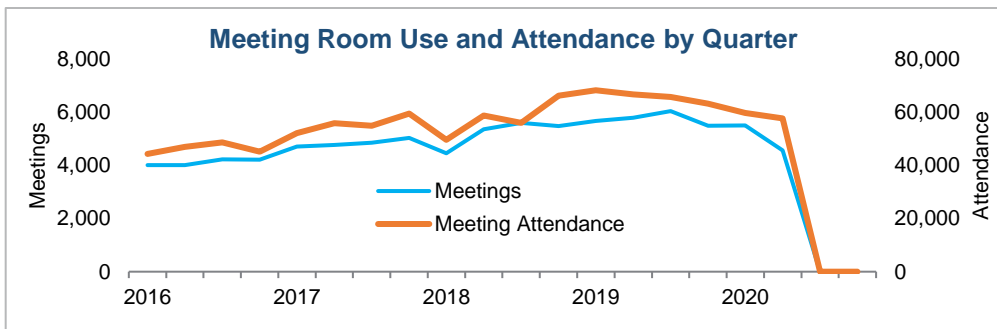
| Ward | Location | Q4 FY16 | Q4 FY17 | Q4 FY18 | Q4 FY19 | Q4 FY20 |
|-----------------------|--|------------------|----------------|----------------|------------------|----------------|
| 1 | Mt. Pleasant | 62,587 | 65,223 | 64,238 | 65,108 | 14,527 |
| Ward 1 Totals | | 62,587 | 65,223 | 64,238 | 65,108 | 14,527 |
| 2 | Martin Luther King, Jr. Memorial Library | 153,636 | - | - | - | 3,399 |
| 2 | Library Express | - | 25,069 | 27,022 | 28,105 | 177 |
| 2 | Georgetown | 34,745 | 42,089 | 33,442 | 36,047 | 96 |
| 2 | West End | 21,170 | 25,390 | 50,020 | 71,495 | 12,260 |
| Ward 2 Totals | | 209,551 | 92,548 | 110,484 | 135,647 | 15,932 |
| 3 | Chevy Chase | 36,271 | 41,970 | 37,534 | 41,242 | 135 |
| 3 | Cleveland Park | 82,824 | 19,205 | 44,467 | 65,455 | 15,899 |
| 3 | Palisades | 23,491 | 0 | 26,036 | 16,824 | 179 |
| 3 | Tenley-Friendship | 62,216 | 68,045 | 63,000 | 61,135 | 12,948 |
| Ward 3 Totals | | 204,802 | 129,220 | 171,037 | 184,656 | 29,161 |
| 4 | Petworth | 44,011 | 44,920 | 44,274 | 47,463 | 11,247 |
| 4 | Shepherd Park (Juanita E. Thornton) | 21,761 | 24,868 | 28,686 | 32,602 | 10,561 |
| 4 | Takoma Park | 21,424 | 19,614 | 20,151 | 0 | 490 |
| Ward 4 Totals | | 87,196 | 89,402 | 93,111 | 80,065 | 22,298 |
| 5 | Lamond-Riggs | 30,673 | 36,745 | 28,138 | 30,615 | 0 |
| 5 | Woodridge | 20,115 | 45,153 | 46,562 | 47,551 | 10,962 |
| Ward 5 Totals | | 50,788 | 81,898 | 74,700 | 78,166 | 10,962 |
| 6 | Northeast | 34,159 | 35,909 | 42,063 | 43,347 | 16,316 |
| 6 | Northwest One | 25,454 | 29,641 | 26,255 | 24,933 | 61 |
| 6 | Rosedale | 27,346 | 28,100 | 28,691 | 28,058 | 41 |
| 6 | Shaw (Watha T. Daniel) | 58,573 | 68,458 | 70,625 | 67,143 | 9,053 |
| 6 | Southeast | 42,433 | 45,763 | 44,698 | 49,960 | 232 |
| 6 | Southwest | 28,782 | 26,144 | 25,454 | 9,964 | 102 |
| Ward 6 Totals | | 216,747 | 234,015 | 237,786 | 223,405 | 25,805 |
| 7 | Benning (Dorothy I. Height) | 53,400 | 57,663 | 50,798 | 48,108 | 9,484 |
| 7 | Capitol View | 28,809 | 0 | 19,159 | 31,825 | 5,238 |
| 7 | Deanwood | 22,352 | 29,407 | 25,579 | 24,674 | 239 |
| 7 | Francis Gregory | 29,511 | 27,674 | 29,136 | 30,219 | 3,868 |
| Ward 7 Totals | | 134,072 | 114,744 | 124,672 | 134,826 | 18,829 |
| 8 | Anacostia | 47,833 | 47,341 | 47,400 | 47,474 | 9,649 |
| 8 | Bellevue (William O. Lockridge) | 29,220 | 31,656 | 33,938 | 31,836 | 3,974 |
| 8 | Parklands-Turner | 40,733 | 38,114 | 39,754 | 38,551 | 32 |
| Ward 8 Totals | | 117,786 | 117,111 | 121,092 | 117,861 | 13,655 |
| DCPL Total | | 1,083,529 | 924,161 | 997,120 | 1,019,734 | 151,169 |
| Percent Change | | | -14.71% | 7.89% | 2.27% | -85.18% |



| | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 |
|--------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Q1 | 984,658 | 904,632 | 908,627 | 799,622 | 893,037 | 898,430 |
| Q2 | 1,027,300 | 932,786 | 897,774 | 908,160 | 941,174 | 781,659 |
| Q3 | 1,041,107 | 1,009,816 | 862,639 | 927,637 | 966,060 | 21,443 |
| Q4 | 1,136,455 | 1,083,529 | 924,161 | 997,120 | 1,019,734 | 151,169 |
| Total | 4,189,520 | 3,930,763 | 3,593,201 | 3,632,539 | 3,820,005 | 1,852,701 |

MEETING AND STUDY ROOM USE

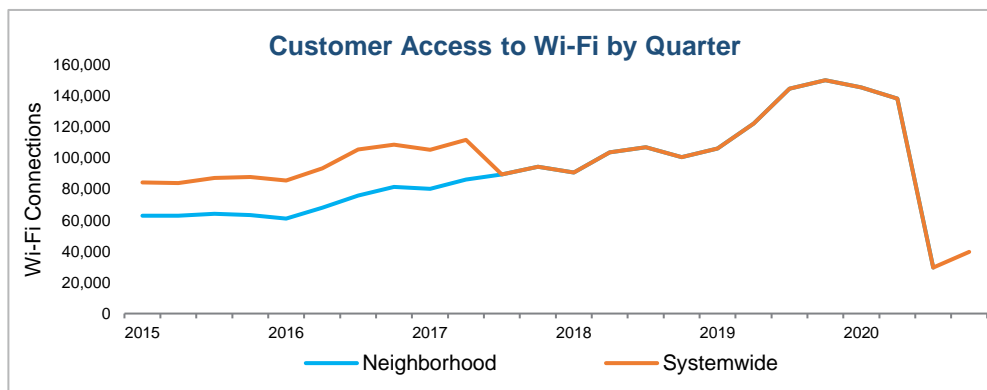
| Ward | Location | Meetings | | Attendance | | Study Sessions | |
|-----------------------|----------------------------------|--------------|-----------------|---------------|-----------------|----------------|-----------------|
| | | Q4 FY19 | Q4 FY20 | Q4 FY19 | Q4 FY20 | Q4 FY19 | Q4 FY20 |
| 1 | Mt. Pleasant | 411 | 0 | 4,390 | 0 | 680 | 0 |
| Ward 1 Totals | | 411 | 0 | 4,390 | 0 | 680 | 0 |
| 2 | Martin Luther King, Jr. Memorial | - | - | - | - | - | - |
| 2 | Library Express | 53 | 0 | 195 | 0 | 62 | 0 |
| 2 | Georgetown | 429 | 0 | 3,691 | 0 | 555 | 0 |
| 2 | West End | 345 | 0 | 5,044 | 0 | 1,205 | 0 |
| Ward 2 Totals | | 827 | 0 | 8,930 | 0 | 1,822 | 0 |
| 3 | Chevy Chase | 85 | 0 | 470 | 0 | - | - |
| 3 | Cleveland Park | 232 | 0 | 2,553 | 0 | 1,187 | 0 |
| 3 | Palisades | 74 | 0 | 402 | 0 | 191 | 0 |
| 3 | Tenley-Friendship | 118 | 0 | 1,547 | 0 | 1,638 | 0 |
| Ward 3 Totals | | 509 | 0 | 4,972 | 0 | 3,016 | 0 |
| 4 | Petworth | 351 | 0 | 4,048 | 0 | 474 | 0 |
| 4 | Shepherd Park | 280 | 0 | 726 | 0 | 596 | 0 |
| 4 | Takoma Park | 0 | 0 | 0 | 0 | - | - |
| Ward 4 Totals | | 631 | 0 | 4,774 | 0 | 1,070 | 0 |
| 5 | Lamond-Riggs | 345 | 0 | 2,433 | 0 | 197 | 0 |
| 5 | Woodridge | 423 | 0 | 7,075 | 0 | 471 | 0 |
| Ward 5 Totals | | 768 | 0 | 9,508 | 0 | 668 | 0 |
| 6 | Northeast | 204 | 0 | 1,752 | 0 | 788 | 0 |
| 6 | Northwest One | 2 | 0 | 175 | 0 | - | - |
| 6 | Rosedale | - | - | - | - | - | - |
| 6 | Shaw (Watha T. Daniel) | 238 | 0 | 2,309 | 0 | 1,564 | 0 |
| 6 | Southeast | 90 | 0 | 3,249 | 0 | - | - |
| 6 | Southwest | - | - | - | - | 0 | - |
| Ward 6 Totals | | 534 | 0 | 7,485 | 0 | 2,352 | 0 |
| 7 | Benning (Dorothy I. Height) | 394 | 0 | 7,678 | 0 | 878 | 0 |
| 7 | Capitol View | 172 | 0 | 1,764 | 0 | 655 | 0 |
| 7 | Deanwood | - | - | - | - | - | - |
| 7 | Francis Gregory | 378 | 0 | 2,481 | 0 | 469 | 0 |
| Ward 7 Totals | | 944 | 0 | 11,923 | 0 | 2,002 | 0 |
| 8 | Anacostia | 539 | 0 | 5,226 | 0 | 582 | 0 |
| 8 | Bellevue (William O. Lockridge) | 323 | 0 | 6,050 | 0 | 215 | 0 |
| 8 | Parklands-Turner | - | - | - | - | - | - |
| Ward 8 Totals | | 862 | 0 | 11,276 | 0 | 797 | 0 |
| DCPL Total | | 5,486 | 0 | 63,258 | 0 | 12,407 | 0 |
| Percent Change | | | -100.00% | | -100.00% | | -100.00% |



| | Meetings | | | | Attendance | | | |
|--------------|---------------|---------------|---------------|---------------|----------------|----------------|----------------|----------------|
| | FY2017 | FY2018 | FY2019 | FY2020 | FY2017 | FY2018 | FY2019 | FY2020 |
| Q1 | 4,707 | 4,460 | 5,674 | 5,500 | 52,130 | 49,639 | 68,248 | 59,766 |
| Q2 | 4,763 | 5,358 | 5,794 | 4,557 | 55,833 | 58,751 | 66,729 | 57,694 |
| Q3 | 4,847 | 5,594 | 6,041 | 0 | 54,858 | 55,951 | 65,737 | 0 |
| Q4 | 5,033 | 5,483 | 5,486 | 0 | 59,456 | 66,195 | 63,258 | 0 |
| Total | 19,350 | 20,895 | 22,995 | 10,057 | 222,277 | 230,536 | 263,972 | 117,460 |

CUSTOMER ACCESS TO WI-FI

| | Location | Q4 FY16 | Q4 FY17 | Q4 FY18 | Q4 FY19 | Q4 FY20 |
|-----------------------|--|----------------|----------------|----------------|----------------|----------------|
| 1 | Mt. Pleasant | 6,090 | 6,801 | 6,130 | 9,786 | 2,703 |
| Ward 1 Totals | | 6,090 | 6,801 | 6,130 | 9,786 | 2,703 |
| 2 | Martin Luther King, Jr. Memorial Library | 27,161 | - | - | - | 2,993 |
| 2 | Library Express | - | 2,970 | 2,785 | 2,685 | 262 |
| 2 | Georgetown | 5,149 | 6,170 | 4,508 | 6,656 | 1,286 |
| 2 | West End | 900 | 1,037 | 9,146 | 10,902 | 1,666 |
| Ward 2 Totals | | 33,210 | 10,177 | 16,439 | 20,243 | 6,207 |
| 3 | Chevy Chase | 2,625 | 3,533 | 2,817 | 3,530 | 523 |
| 3 | Cleveland Park | 1,819 | 1,699 | 7,925 | 14,272 | 5,239 |
| 3 | Palisades | 1,265 | 0 | 1,984 | 3,043 | 200 |
| 3 | Tenley-Friendship | 4,518 | 4,929 | 3,280 | 6,858 | 867 |
| Ward 3 Totals | | 10,227 | 10,161 | 16,006 | 27,703 | 6,829 |
| 4 | Petworth | 6,775 | 6,760 | 5,762 | 12,444 | 3,450 |
| 4 | Shepherd Park (Juanita E. Thornton) | 1,984 | 2,397 | 2,481 | 3,164 | 840 |
| 4 | Takoma Park | 1,677 | 1,942 | 1,572 | 579 | 259 |
| Ward 4 Totals | | 10,436 | 11,099 | 9,815 | 16,187 | 4,549 |
| 5 | Lamond-Riggs | 2,273 | 2,319 | 2,107 | 3,102 | 317 |
| 5 | Woodridge | 1,499 | 5,474 | 4,817 | 5,902 | 1,517 |
| Ward 5 Totals | | 3,772 | 7,793 | 6,924 | 9,004 | 1,834 |
| 6 | Northeast | 3,741 | 4,547 | 3,677 | 4,757 | 1,605 |
| 6 | Northwest One | 1,803 | 1,977 | 1,467 | 2,158 | 366 |
| 6 | Rosedale | 1,756 | 1,961 | 1,998 | 2,725 | 488 |
| 6 | Shaw (Watha T. Daniel) | 7,546 | 8,891 | 8,020 | 16,257 | 3,702 |
| 6 | Southeast | 3,575 | 3,811 | 3,367 | 5,589 | 1,604 |
| 6 | Southwest | 2,025 | 2,657 | 2,095 | 735 | 249 |
| Ward 6 Totals | | 20,446 | 23,844 | 20,624 | 32,221 | 8,014 |
| 7 | Benning (Dorothy I. Height) | 5,882 | 6,620 | 5,771 | 6,686 | 1,367 |
| 7 | Capitol View | 2,236 | 0 | 2,258 | 3,758 | 892 |
| 7 | Deanwood | 1,551 | 1,900 | 1,770 | 2,399 | 222 |
| 7 | Francis Gregory | 2,588 | 2,621 | 2,504 | 3,408 | 571 |
| Ward 7 Totals | | 12,257 | 11,141 | 12,303 | 16,251 | 3,052 |
| 8 | Anacostia | 4,683 | 5,198 | 4,466 | 6,762 | 2,486 |
| 8 | Bellevue (William O. Lockridge) | 2,711 | 3,051 | 2,788 | 4,056 | 679 |
| 8 | Parklands-Turner | 4,867 | 5,172 | 5,078 | 7,938 | 3,294 |
| Ward 8 Totals | | 12,261 | 13,421 | 12,332 | 18,756 | 6,459 |
| DCPL Total | | 108,699 | 94,437 | 100,573 | 150,151 | 39,647 |
| Percent Change | | | -13.12% | 6.50% | 49.30% | -73.60% |

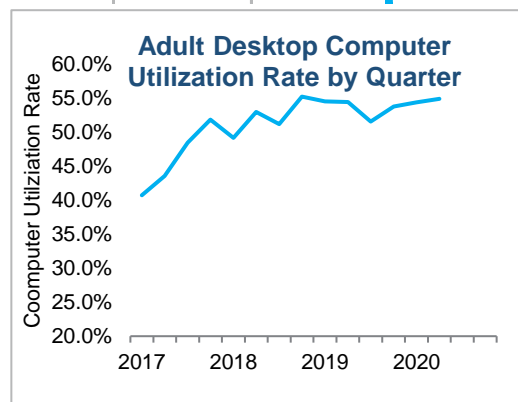
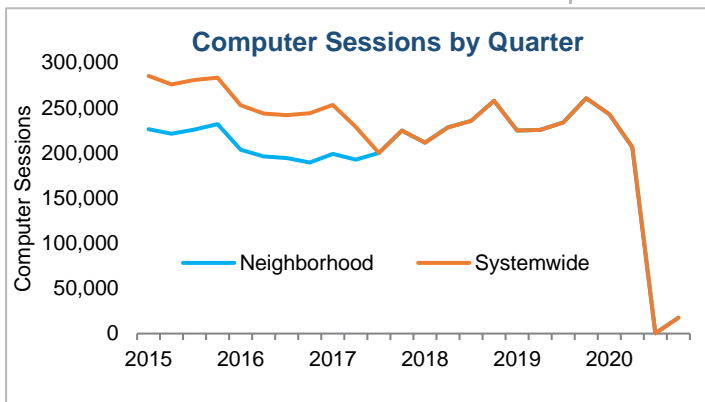


| | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 |
|--------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Q1 | 84,388 | 85,689 | 105,473 | 90,841 | 106,211 | 145,502 |
| Q2 | 83,871 | 93,469 | 111,816 | 103,815 | 122,218 | 138,341 |
| Q3 | 87,306 | 105,611 | 89,442 | 107,013 | 144,670 | 29,586 |
| Q4 | 87,916 | 108,699 | 94,437 | 100,573 | 150,151 | 39,647 |
| Total | 343,481 | 393,468 | 401,168 | 402,242 | 523,250 | 353,076 |

COMPUTER SESSIONS

Adult Desktop
Utilization Rate
Q4 FY20

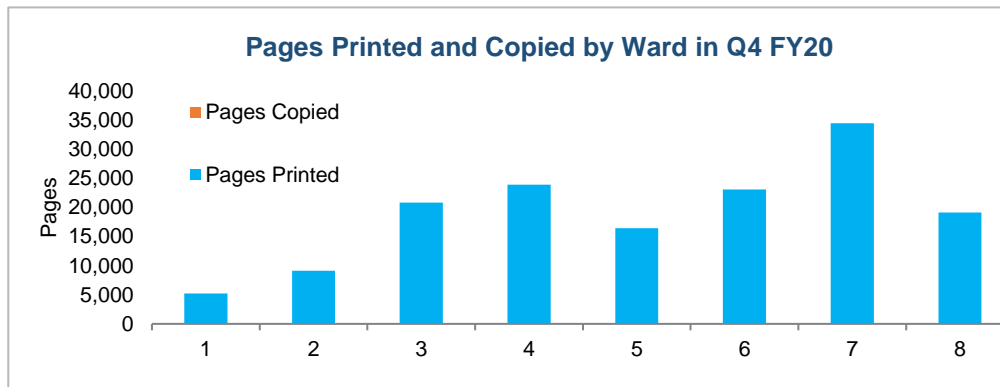
| | Location | Q4 FY17 | Q4 FY18 | Q4 FY19 | Q4 FY20 | |
|-----------------------|--|----------------|----------------|----------------|----------------|---|
| 1 | Mt. Pleasant | 15,044 | 14,574 | 14,313 | 1,161 | - |
| Ward 1 Totals | | 15,044 | 14,574 | 14,313 | 1,161 | |
| 2 | Martin Luther King, Jr. Memorial Library | 0 | - | - | 156 | - |
| 2 | Library Express | 6,217 | 6,189 | 6,493 | 0 | - |
| 2 | Georgetown | 6,928 | 6,466 | 7,459 | 0 | - |
| 2 | West End | 5,326 | 14,185 | 15,420 | 1,604 | - |
| Ward 2 Totals | | 18,471 | 26,840 | 29,372 | 1,760 | |
| 3 | Chevy Chase | 3,778 | 4,244 | 4,898 | 0 | - |
| 3 | Cleveland Park | 1,938 | 5,086 | 6,107 | 1,060 | - |
| 3 | Palisades | 0 | 1,290 | 1,727 | 0 | - |
| 3 | Tenley-Friendship | 10,361 | 10,271 | 11,150 | 1,355 | - |
| Ward 3 Totals | | 16,077 | 20,891 | 23,882 | 2,415 | |
| 4 | Petworth | 11,759 | 12,996 | 14,509 | 1,328 | - |
| 4 | Shepherd Park (Juanita E. Thornton) | 6,283 | 8,364 | 10,382 | 1,166 | - |
| 4 | Takoma Park | 3,761 | 5,189 | 0 | 0 | - |
| Ward 4 Totals | | 21,803 | 26,549 | 24,891 | 2,494 | |
| 5 | Lamond-Riggs | 8,618 | 8,387 | 8,137 | 0 | - |
| 5 | Woodridge | 14,255 | 15,441 | 15,133 | 1,682 | - |
| Ward 5 Totals | | 22,873 | 23,828 | 23,270 | 1,682 | |
| 6 | Northeast | 9,418 | 9,387 | 9,222 | 1,074 | - |
| 6 | Northwest One | 10,313 | 10,682 | 8,788 | 0 | - |
| 6 | Rosedale | 6,522 | 7,047 | 8,085 | 0 | - |
| 6 | Shaw (Watha T. Daniel) | 18,443 | 20,132 | 18,950 | 1,243 | - |
| 6 | Southeast | 9,501 | 8,705 | 9,476 | 0 | - |
| 6 | Southwest | 7,945 | 8,050 | 2,583 | 0 | - |
| Ward 6 Totals | | 62,142 | 64,003 | 57,104 | 2,317 | |
| 7 | Benning (Dorothy I. Height) | 14,460 | 14,601 | 15,488 | 1,470 | - |
| 7 | Capitol View | 0 | 8,549 | 13,062 | 1,013 | - |
| 7 | Deanwood | 8,494 | 5,982 | 6,350 | 0 | - |
| 7 | Francis Gregory | 9,062 | 10,523 | 10,925 | 719 | - |
| Ward 7 Totals | | 32,016 | 39,655 | 45,825 | 3,202 | |
| 8 | Anacostia | 12,590 | 13,784 | 13,776 | 1,669 | - |
| 8 | Bellevue (William O. Lockridge) | 12,816 | 14,495 | 13,026 | 889 | - |
| 8 | Parklands-Turner | 10,905 | 12,899 | 14,969 | 0 | - |
| Ward 8 Totals | | 36,311 | 41,178 | 41,771 | 2,558 | |
| DCPL Total | | 224,737 | 257,518 | 260,428 | 17,589 | - |
| Percent Change | | | 14.59% | 1.13% | -93.25% | |



| | FY 2017 | FY 2018 | FY 2019 | FY 2020 | FY 2017 | FY 2018 | FY 2019 | FY 2020 |
|--------------|----------------|----------------|----------------|----------------|--------------|--------------|--------------|---------|
| Q1 | 252,893 | 211,392 | 224,809 | 242,891 | 40.7% | 49.2% | 54.6% | 54.4% |
| Q2 | 228,529 | 228,155 | 225,484 | 206,174 | 43.6% | 53.0% | 54.5% | 54.9% |
| Q3 | 199,793 | 235,243 | 233,656 | 314 | 48.5% | 51.2% | 51.6% | - |
| Q4 | 224,737 | 257,518 | 260,428 | 17,589 | 51.9% | 55.3% | 53.8% | - |
| Total | 905,952 | 932,308 | 944,377 | 466,968 | 46.1% | 55.5% | 53.6% | |

PAGES PRINTED AND COPIED

| | Location | Printed | | Copied | |
|-----------------------|--|----------------|----------------|----------------|----------|
| | | Q4 FY19 | Q4 FY20 | Q4 FY19 | Q4 FY20 |
| 1 | Mt. Pleasant | 37,793 | 5,241 | 6,302 | 0 |
| Ward 1 Totals | | 37,793 | 5,241 | 6,302 | 0 |
| 2 | Martin Luther King, Jr. Memorial Library | - | 647 | - | 0 |
| 2 | Library Express | 21,915 | 0 | 4,285 | 0 |
| 2 | Georgetown | 23,718 | 0 | 5,659 | 0 |
| 2 | West End | 34,494 | 8,451 | 4,836 | 0 |
| Ward 2 Totals | | 80,127 | 9,098 | 14,780 | 0 |
| 3 | Chevy Chase | 23,472 | 0 | 5,526 | 0 |
| 3 | Cleveland Park | 22,701 | 15,991 | 7,098 | 0 |
| 3 | Palisades | 7,990 | 0 | 2,876 | 0 |
| 3 | Tenley-Friendship | 31,259 | 4,849 | 6,771 | 0 |
| Ward 3 Totals | | 85,422 | 20,840 | 22,271 | 0 |
| 4 | Petworth | 44,775 | 6,711 | 10,118 | 0 |
| 4 | Shepherd Park (Juanita E. Thornton) | 40,427 | 17,180 | 12,820 | 0 |
| 4 | Takoma Park | 0 | 0 | 19 | 0 |
| Ward 4 Totals | | 85,202 | 23,891 | 22,957 | 0 |
| 5 | Lamond-Riggs | 35,566 | 0 | 9,439 | 0 |
| 5 | Woodridge | 58,898 | 16,419 | 16,830 | 0 |
| Ward 5 Totals | | 94,464 | 16,419 | 26,269 | 0 |
| 6 | Northeast | 31,281 | 13,535 | 6,634 | 0 |
| 6 | Northwest One | 18,379 | 0 | 4,758 | 0 |
| 6 | Rosedale | 15,298 | 0 | 2,852 | 0 |
| 6 | Shaw (Watha T. Daniel) | 57,527 | 9,536 | 12,157 | 0 |
| 6 | Southeast | 34,596 | 0 | 7,799 | 0 |
| 6 | Southwest | 8,368 | 0 | 2,325 | 0 |
| Ward 6 Totals | | 165,449 | 23,071 | 36,525 | 0 |
| 7 | Benning (Dorothy I. Height) | 49,580 | 17,101 | 14,761 | 0 |
| 7 | Capitol View | 50,304 | 10,849 | 9,142 | 0 |
| 7 | Deanwood | 18,769 | 0 | 4,630 | 0 |
| 7 | Francis Gregory | 49,539 | 6,545 | 10,753 | 0 |
| Ward 7 Totals | | 168,192 | 34,495 | 39,286 | 0 |
| 8 | Anacostia | 28,841 | 12,376 | 10,415 | 0 |
| 8 | Bellevue (William O. Lockridge) | 43,728 | 6,768 | 9,103 | 0 |
| 8 | Parklands-Turner | 50,581 | 0 | 12,807 | 0 |
| Ward 8 Totals | | 123,150 | 19,144 | 32,325 | 0 |
| DCPL Total | | 839,799 | 152,199 | 200,715 | 0 |
| Percent Change | | | -81.88% | | - |



| | FY2019 | FY2020 |
|--------------|------------------|------------------|
| Q1 | 709,909 | 979,865 |
| Q2 | 840,397 | 937,984 |
| Q3 | 957,053 | 8,027 |
| Q4 | 1,040,514 | 152,199 |
| Total | 3,547,873 | 2,078,075 |

HOURS OF UNPLANNED CLOSURE

| | Q1 | Q2 | Q3 | Q4 | FY20 Total |
|----------------------------|-----------|-------------|----------|------------|------------|
| Anacostia | 1.5 | | | | 1.5 |
| Bellevue | | 4 | | 3.5 | 7.5 |
| Deanwood (Co-located) | 35 | 4.5 | | | 39.5 |
| Mt. Pleasant | | | | 4 | 4 |
| Northeast | | | | 2 | 2 |
| Northwest One (Co-located) | 7.5 | | | | 7.5 |
| Parklands-Turner | 9 | | | | 9 |
| Southwest | 27 | | | | 27 |
| Woodridge | | 54 | | | 54 |
| Total | 80 | 62.5 | 0 | 9.5 | 152 |

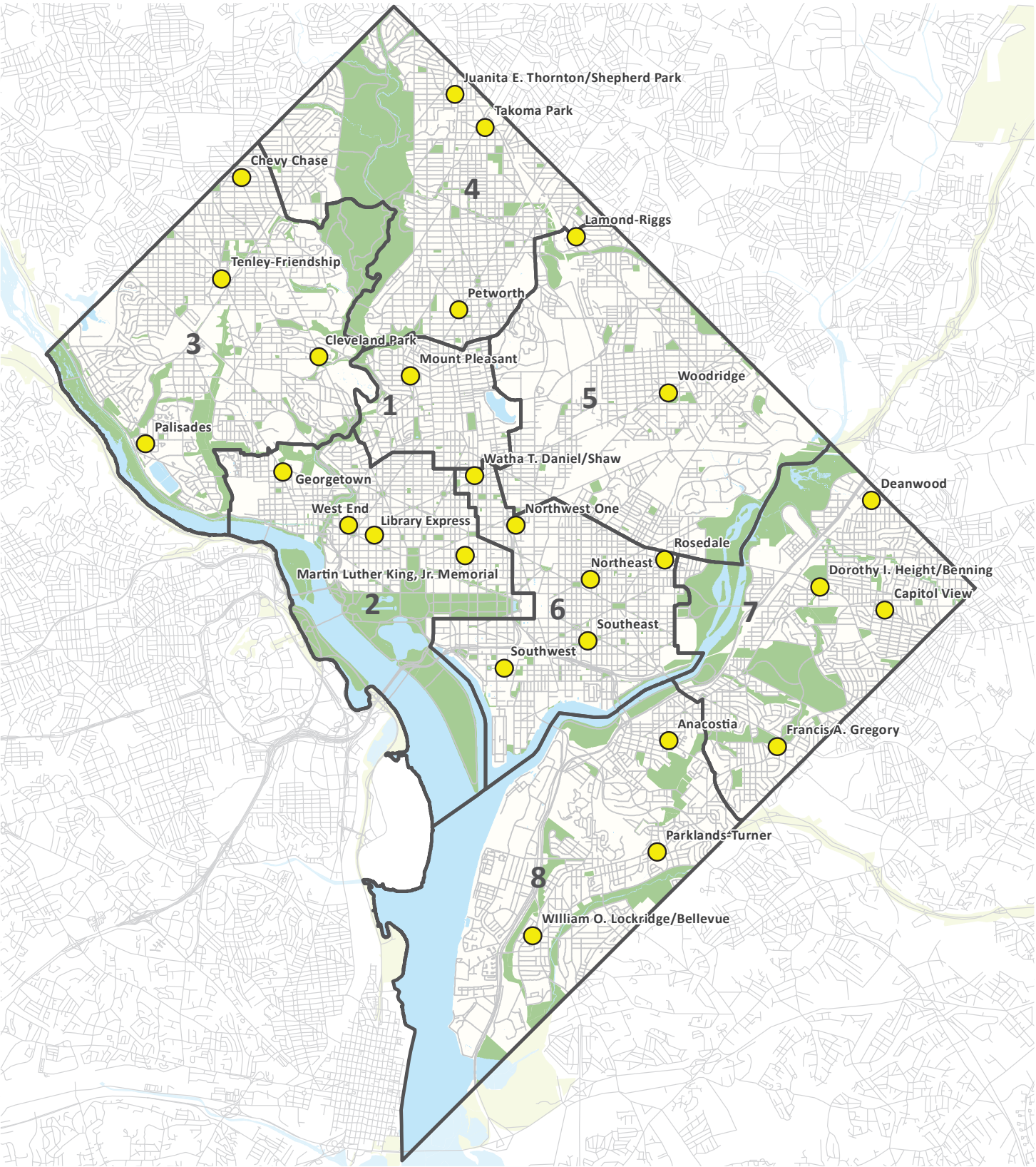
ONLINE ENGAGEMENT

| | Q1 | Q2 | Q3 | Q4 | FY20 Total |
|-------------------------------------|-----------|-----------|-----------|-----------|------------|
| Impressions | 1,541,071 | 2,637,497 | 4,686,713 | 4,708,554 | 13,573,835 |
| Engagement | 29,522 | 43,271 | 85,345 | 75,535 | 233,673 |
| Engagement Rate | 1.9% | 1.6% | 1.8% | 1.6% | 1.7% |
| New Website Visits (Sessions) | 889,909 | 937,082 | 305,716 | 319,860 | 2,452,567 |
| Overall Visits (Sessions) | 1,294,662 | 1,362,270 | 706,440 | 669,400 | 4,032,772 |
| New Visits as a % of overall visits | 68.7% | 68.8% | 43.3% | 47.8% | 60.8% |

HUMAN RESOURCES

| | Q4 FY19 | Q4 FY20 | % Change |
|-----------------------------------|---------|---------|----------|
| Vacancy Rate | 6.4% | 11.9% | 85.9% |
| # Staff of Extended Leave New | 7 | 6 | -14.3% |
| # Staff on Extended Leave (Cont.) | 8 | 9 | 12.5% |
| Total Staff on Extended Leave | 15 | 15 | |

Map of DC Public Libraries by Ward



DCPL PERFORMANCE REPORT DATA GLOSSARY

Active Accounts by Ward – The number of user accounts with activity in the last three years. Accounts are sorted by ward of residence provided in account information. The total is collected on the last day of the reported quarter.

Adult Desktop Computer Utilization – The utilization rate for each library location is the average number of hours of use of adult desktop computers divided by the number of open hours at each location for the quarter.

Books from Birth – Books from Birth is a program for children from birth up to age five to receive a free book each month mailed to their home; families and children are able to keep the books to start a personal library.

Books from Birth – Graduated Citywide – Number of Books from Birth enrollees that have turned five years old and, therefore, aged out the program.

Books from Birth Target Enrollment Areas – Target enrollment areas for Books from Birth include zip codes in Wards 1, 5, 7 and 8.

Circulation – Physical and digital lending transactions from the library's collection; includes outside and in-house use, and renewal circulation transactions.

Computer Sessions - A computer session is the use of a public access computer from the moment a customer logs into the computer until the customer logs out of the computer.

Customer Access to Wi-Fi – The number of devices connected to the DCPL Wi-Fi network including laptops, smartphones, and other mobile devices.

Database Usage - Counts the number of times users interact with each database. The same counting metric cannot be used for each database. "Database Usage" captures only one metric for each database and can include one of the following: downloads, views, clicks on links, searches, or sessions.

Digital Library and Circulation – Total of all E-Books downloaded and streamed, videos streamed, songs downloaded and streamed, audiobooks downloaded and streamed, and magazines downloaded and streamed. Digital circulation is attributed to library branches based on the library home location on the cardholder's account attributed to wards based on the cardholder's residence provided in account information.

Educator Accounts - These accounts are offered exclusively to educators in District of Columbia schools, childcare facilities, or home settings. Account holders can check out a total of up to 100 children's, young adult, and adult books as well as audiobooks.

Extended Leave - Categories of legally authorized extended absences of three consecutive weeks or more that may impact staffing levels and productivity including, but not limited to, Family Medical Leave, Paid Family Leave, Workers' Compensation, and Leave Without Pay.

Gate Count - Number of people entering library locations. Thermal imaging technology senses traffic traveling underneath sensor. Devices are mounted at the public entry and exit locations.

Meeting Room Use and Attendance - The number of times library meeting rooms are used by the public and the number of people attending these meetings.

New Website Visits (Sessions) - Number of first time visits to the website; includes first time users as well as returning users using a different method to access website.

Outreach - Programs that are planned, sponsored, or carried out by the library staff but do not take place at the library.

Overall Website Visits (Sessions) - Number of times the website was visited.

Pages Printed - Number of pages printed from public access multifunction device.

Pages Copied - Number of pages photocopied from the public access multifunction device.

Programs – Programs that take place on DCPL property, including programs that are led by staff members, partner organizations, and paid presenters/contractors. Public programs held in meeting rooms are counted under meeting room use.

Social Media Engagement Rate – Measure of the effectiveness of posts.

Social Media Engagements – The number of people who have engaged (clicked, liked, re-tweeted, etc.) with posts.

Social Media Impressions – The number of times posts have been seen.

Student Accounts – Library accounts of registrants aged 19 and under. These accounts include DC OneCard accounts which are automatically created for students who have a DC OneCard credential.

Study Room Use – Number of times a study room is used.

Vacancy Rate – The total number of vacant positions divided by the total number of authorized positions.

Virtual Programs - Live content led by staff members, partner organizations, and paid presenters/contractors hosted by DC Public Library on digital or virtual formats.

Virtual Outreach - Live content led by staff members, partner organizations, and paid presenters/contractors hosted by other entities on digital or virtual formats.

Virtual Attendance - Attendance is calculated based on each virtual format. Facebook program attendance is the number of views during the first hour of the video is posted. Google Meet, WebEx, and Zoom program attendance is the number of participants during the duration of the program. Twitter and Podcast attendance is not calculated.