



DC Public Library

ADAMS MORGAN/  
U STREET/  
DUPONT CIRCLE  
**Library Usage Study**

WINTER 2025

**FINAL REPORT**

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# 1 | Executive Summary

## Background

In 2020, the DC Public Library issued Next Libris, a 10-year Facilities Master Plan (FMP) to guide the Library in its efforts to provide better and more equitable access to library services throughout the District. The plan articulated the Library's commitment to not only maintain the city's public libraries, but to explore strategic opportunities to grow in order to give even more residents access to this increasingly vital engine of community life.

The plan identified six geographic areas where District residents do not have the same level of convenient physical access to libraries as other neighborhoods do, including the Adams Morgan | U Street | Dupont Circle area. Two factors that contributed to the identification of this area as one to study were the number of neighborhood residents who did not have a library card, and the heavy usage of the neighboring Mt. Pleasant and Shaw/Watha T. Daniel libraries at the time the original plan was developed.

The 2020 FMP examined library usage data from FY 2018, prior to the COVID-19 pandemic, and noted that future study would be needed to understand any long-term changes in library usage patterns. Also of note, during this time the central Martin Luther King Jr. Memorial Library (MLK Library) was closed for a three-year renovation which drove customers to alternative locations. The Mt. Pleasant and Shaw libraries saw a significant increase in visits during the closure.



## COMMUNITY NEEDS ASSESSMENT

In the summer of 2024, DC Public Library conducted a community needs assessment to determine whether the conditions that originally identified these neighborhoods as an area in need of study still existed. The Library examined current library usage data, updated demographic information and population forecasts, and conducted extensive community engagement. The goal of the engagement was to understand how well the Library currently serves residents in the Adams Morgan | U Street | Dupont Circle area, and what barriers they may face in accessing library services.

## UPDATED FINDINGS

### *Demographics and Population Forecast.*



According to data from the DC Office of Planning, population growth for the neighborhood over the next decade is expected to be minimal, with a rate lower than is forecast for the city as a whole; the proportion of youth is forecast to decline slightly.

### *Changes in Library Usage.*



Citywide, in-person library visits decreased from FY 2018 to FY 2024, and this drop was significant at both the Mt. Pleasant Library (29% reduction in visits) and the Shaw/Watha T. Daniel Library (42% reduction). While this may be attributable to a number of factors including the COVID-19 pandemic, it is important to note that the newly-renovated MLK Library reopened in the fall of 2020; the building now sees more than 700,000 visits annually.

An analysis of this area indicates that a significantly higher percentage of the residents access digital library services compared to the city overall, while their usage of study rooms and physical materials is comparable to the citywide average.

## COMMUNITY ENGAGEMENT

The Library reached a broad cross-section of residents including students, seniors, non-English-speakers, parents with young children, and civic leaders. Engagement entailed an online survey, outreach at pop-up events, focus groups, and stakeholder interviews. We sought to understand how and why residents use the library or, if they do not, what barriers may exist to prevent them from using the library.

While many respondents indicated they were current library users, some did express a desire for a closer location. For those who indicated they do not currently use the library either in person or online, they identified barriers such as not having a library nearby, lack of childcare, inconvenient hours, language barriers, and lack of awareness about what the library has to offer.



Residents were asked about how they travel around their neighborhood and the city, and many indicated they appreciate that they do not need to leave the neighborhood—or travel far—to access most of their daily needs.

When they travel, most cited using public transportation (especially buses), walking, and biking the most often.

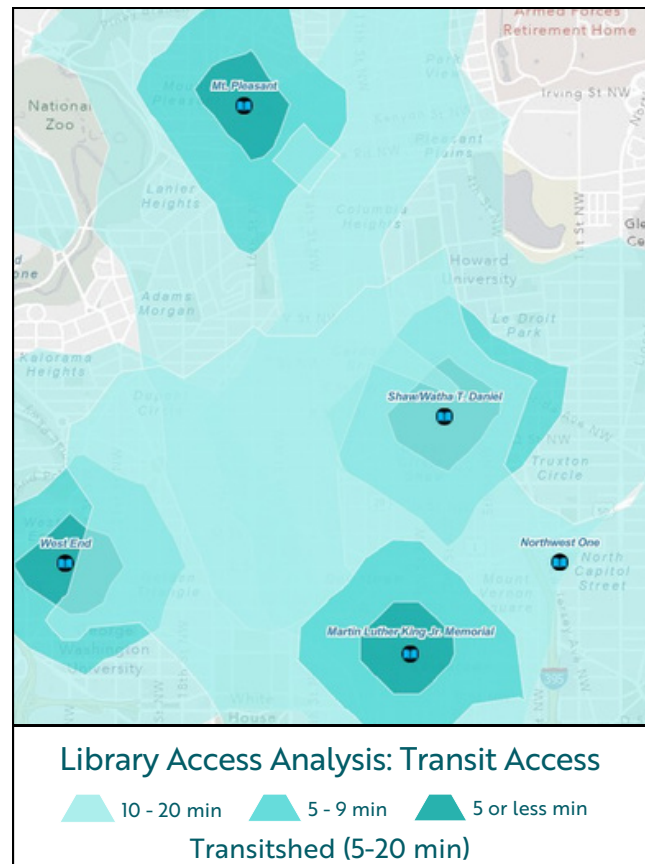
Indeed, the neighborhood is well served by public transit.

## Updated Recommendation

The landscape has changed considerably since the Library published the Facilities Master Plan in 2020. Changes in library usage as a result of the COVID-19 pandemic, the reopening of the MLK Library, and shifts in population forecasting all suggest that many of the conditions that existed in 2020 have dissipated.

Adding a new library facility represents a significant investment with both capital and long-term operational impacts. While the feedback from some residents did reveal a desire for a nearby library, many of the usage barriers that were identified could be addressed through less costly means.

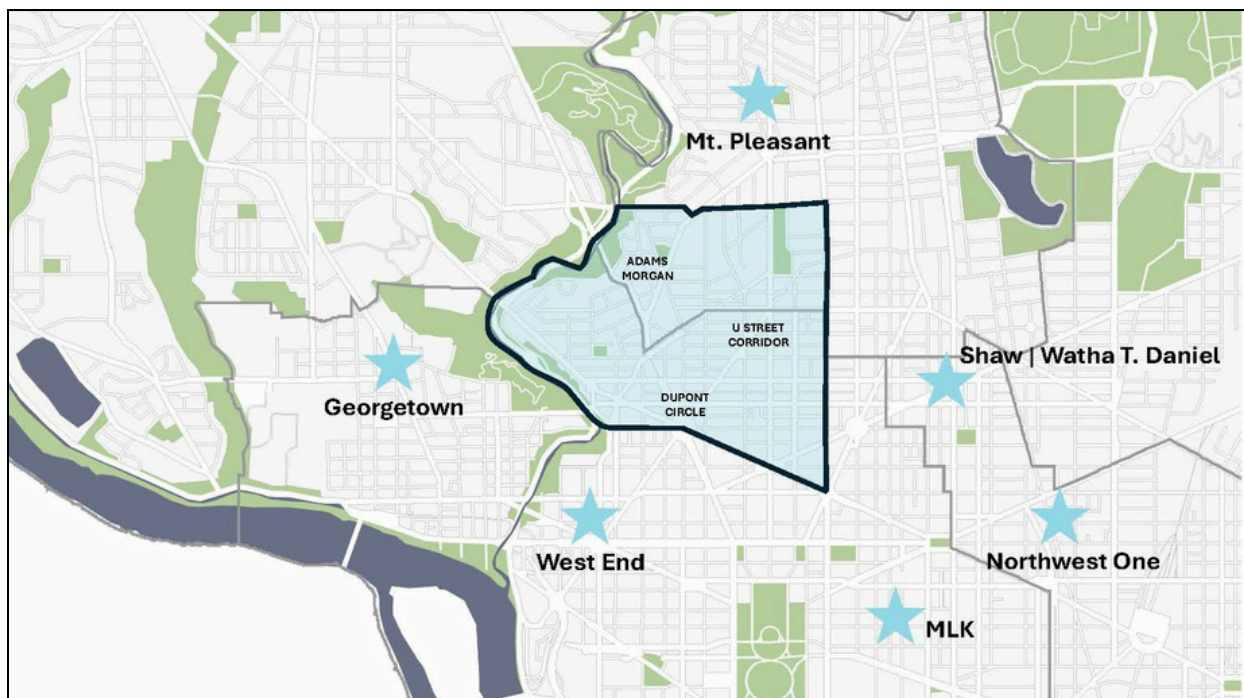
Before embarking on a project to establish a new full-service facility, DC Public Library should first explore more cost-effective solutions to address the barriers that were identified. This includes marketing to raise awareness of existing services, particularly among under-served populations; expanding the reach of outreach services; and finding ways to better serve non-English speakers. Ultimately, before expanding the portfolio, the Library must carefully assess both the opportunities and challenges of adding more libraries to the District, ensuring that any decision aligns with the long-term goals and diverse needs of the community.



## 2 | The Study Area

The “study area” was determined using a walkshed map indicating a 10-minute walking radius from the surrounding Mt. Pleasant, Shaw/Watha T. Daniel, and West End libraries. Loosely, we considered the study area boundaries as Calvert Street NW/Euclid Street NW to the north, 13th Street NW to the east, Massachusetts Avenue to the south, and Beach Drive NW/Rock Creek Parkway NW to the west.

Generally, the study area encompasses what are commonly known as the Adams Morgan | U Street | Dupont Circle neighborhoods.

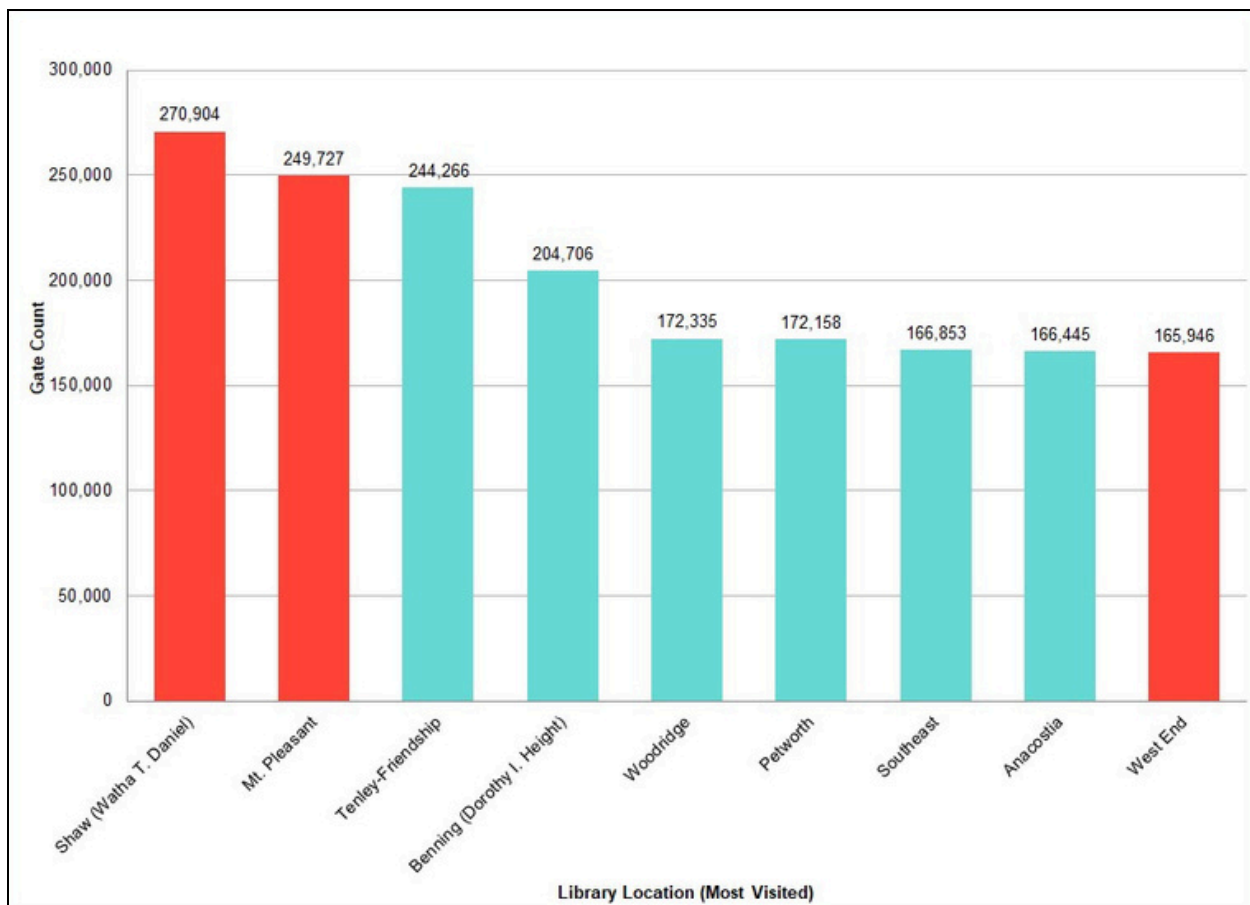


# 3 | History of Library Use

In order to best understand current library use and existing needs for residents of Adams Morgan | U Street | Dupont Circle, we considered changes in usage over the past six years from the three closest surrounding libraries: Mt. Pleasant, Shaw/Watha T. Daniel, and West End, as well as the effects of the reopening of Martin Luther King Jr. Memorial Library and the COVID-19 pandemic.

In fiscal year 2018, Shaw/Watha T. Daniel Library was the most visited neighborhood library with 270,904 visits and Mt. Pleasant Library was the second most visited with 249,727 visits, while West End ranked 9th with 165,946 visits. At that time, Mt. Pleasant and Shaw were considered particularly over-subscribed, which was a key indicator of the need for more library services in the Adams Morgan | U Street | Dupont Circle area, as outlined in the 2020 Facilities Master Plan.

Libraries around the study area were among the most visited in 2018



Gate Count By Library Location, FY 2018



From Fiscal Year 2018 to Fiscal Year 2024, however, usage at all three libraries decreased, including Total Gate Count, Number of Computer Sessions, Meeting Room Bookings, and Physical First Checkouts<sup>1</sup>. In particular, the Mt. Pleasant and Shaw libraries showed marked decreases of more than 25% across all categories. The West End library showed a modest increase in computer sessions in FY24 as compared to FY18, but that was the only increase in usage data observed among the libraries adjacent to the study area.

### Library Usage Decreased from FY 2018 to FY 2024

Library	Gate Count	Computer Session	Meeting Room Bookings	Physical First Checkouts
Mt. Pleasant	-29%	-25%	-58%	-39%
Shaw/Watha T. Daniel	-42%	-54%	-43%	-41%
West End	-4%	4%	-46%	-11%
Total All Libraries <sup>2</sup>	-7%	-26%	5%	-18%

Percent (%) Change in Library Visits from FY 2018 to FY 2024

These decreases correlate with two major events:



A decline in the use of physical libraries as a result of the COVID-19 pandemic (the overall DC Library system experienced a 7% decrease in Gate Count from Fiscal Year 2018 to 2024); and



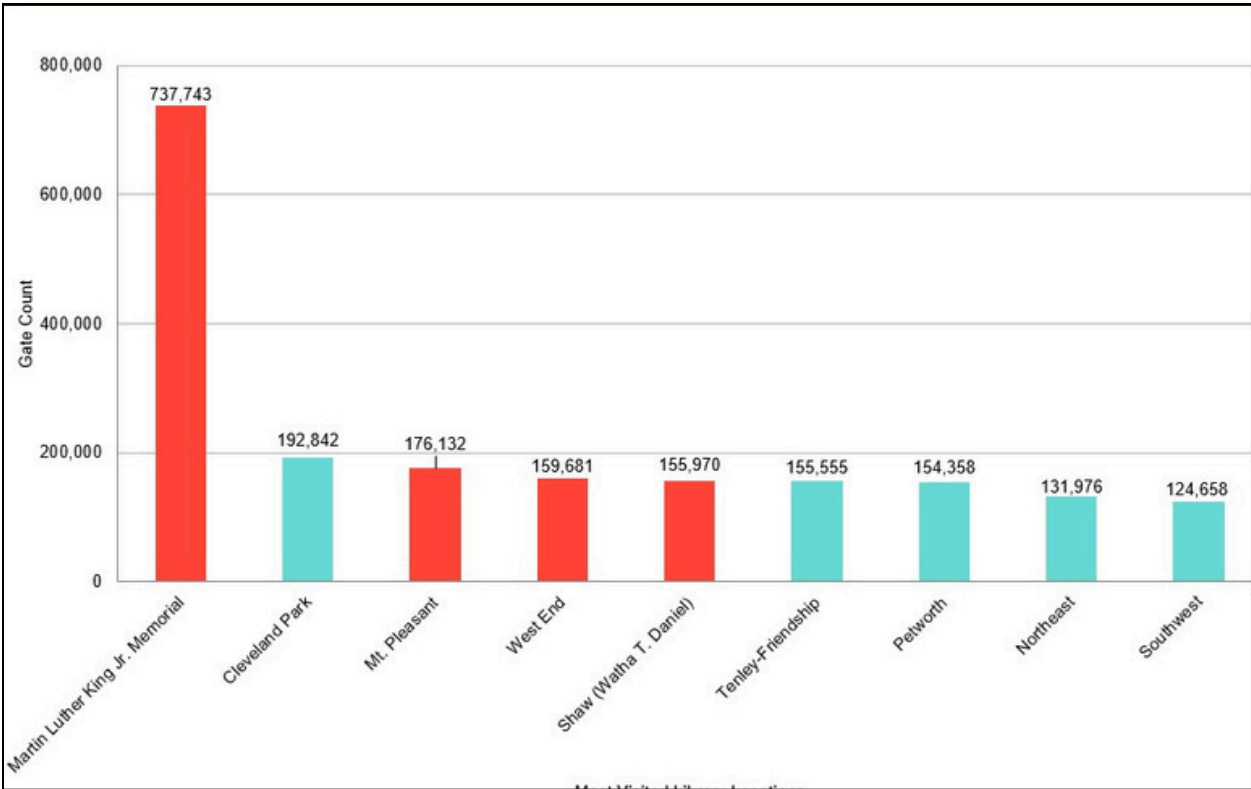
The reopening of Martin Luther King Jr. Memorial Library in 2020, which quickly became the most visited library in the DCPL system by a wide margin with 737,743 visits in FY 2024 (see chart and table below).

These events helped to address the over-subscription of surrounding libraries. Shaw/Watha T. Daniel Library and Mt. Pleasant Library went from being the first and second most visited libraries to the current fifth and third, respectively, after the opening of the Martin Luther King Jr. Memorial Library. These shifts underscore the need for this study, as conditions in the Adams Morgan | U Street | Dupont Circle area have changed significantly within the past five years.

1. Physical First Checkouts are initial lending transactions of physical items at a library and do not include renewals.

2. The overall percentage change from 2018 to 2024 across all libraries system-wide includes large increases shown by the reopening of Martin Luther King Jr. Memorial Library. In particular, the increase in meeting room usage is entirely due to the MLK Library; meeting room bookings in the neighborhood libraries decreased by 44%. The decrease in usage seen in other metrics would be considerably larger if Martin Luther King Jr. Memorial Library data were excluded.

A Reopened MLK Jr. Memorial Library Dramatically Changed Library Usage



Gate Count By Library Location, FY 2024







# 4 | Demographics and Forecasting Data

## Demographics of the Study Area

To better understand who lives in the study area, we used 2022 American Community Survey (ACS) 5-year estimates and compared this data to who we reached through our engagement efforts, specifically through our survey. We specifically designed focus groups to reach populations we did not expect to be adequately represented in our survey results. The Appendix includes a map of the study area census tracts.

As shown below, the survey responses slightly underrepresented those who identify as Hispanic/Latino, the youngest and oldest income brackets, renters, and those in the lowest income categories. Our focus groups, however, overwhelmingly reached those populations (in particular seniors, youth, Spanish-speakers, renters, and those with a household income under \$30,000). An overview of focus group participants is provided in the Appendix.



## RACE | ETHNICITY

By race and ethnicity<sup>3</sup>, our survey respondents largely reflected that of the broader study area, with the exception of the Hispanic population. The study area is 14.6% Hispanic according to ACS data, however only 6% of our survey respondents (18 people) identified as Hispanic (though 10% of respondents noted that Spanish is a language spoken in their home). Because we anticipated the Hispanic population may be more difficult to reach with our survey due to language barriers in outreach, we held two focus groups facilitated in Spanish recruited through Spanish-speaking organizations, the Briya Public Charter School and Vida Senior Center.

### Comparison of Study Area and Survey Respondents by Race | Ethnicity

Race / Ethnicity	Study Area Percent (%)	Survey Respondents Percent (%)
White	69.51%	66%
Hispanic	14.6%	6%
Some other race/ethnicity	10.23%	1%
Asian	9.78%	7%
Black/African American	8.56%	10%
American Indian or Alaska Native	1.83%	0%
Native Hawaiian or Other Pacific Islander	0.10%	0%
Prefer Not to Answer	0%	3%

Source: DP05 ACS Demographic and Housing Estimates (2022 American Community Survey 5-year Estimates)

Note: While the estimates indicate 0%, 1 respondent identified as American Indian or Alaska Native, and 1 respondent identified as Native Hawaiian or Other Pacific Islander.

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3. About 10.8% of individuals self-identified as more than one race on the Census and are counted in each category for which they identified. In the survey 6% identified as multiracial. While our survey responses largely reflect the demographics of the study area, we did not receive enough survey responses overall (particularly among non-library users) to glean meaningful insights for minority demographics characteristics in many cases.

## AGE

The study area is most heavily populated by young adults ages 25-34 (38%). Our survey reached people across all age groups with 37% of respondents in the 25-34 year age range. The survey underrepresents the oldest and youngest age groups, and we addressed this potential data gap through focus groups targeting both youth and seniors).

### Comparison of Study Area and Survey Respondents by Age

Age Range	Study Area Percent (%)	Survey Respondents Percent (%)
Under 18	7.0%	2%
18-24	6.5%	8%
25-34	38.0%	37%
45-64	18.6%	22%
65+	18.8%	12%

Source: DP05 ACS Demographic and Housing Estimates (2022 American Community Survey 5-year Estimates)

## HOUSING STATUS

We also considered housing status when ensuring representation across groups. The study area consists of about 64% renters and 35% homeowners. While our survey slightly overrepresents homeowners, we did not find meaningful differences in survey responses across these groups.

### Comparison of Study Area and Survey Respondents by Housing Status

Age Range	Study Area Percent (%)	Survey Respondents Percent (%)
Renter	64.24%	50%
Homeowner	34.76%	44%
Other	1.00%	7%

Source: DP04 Selected Housing Characteristics (2022 American Community Survey 5-year Estimates)  
Note: The "Other" option on the Survey included Living with Family/Friends, Unhoused, or Other.

## HOUSEHOLD INCOME

Our survey used income brackets that differ from the American Community Survey, but the distribution across age brackets is similar. Our survey underrepresents the lowest income categories, though our focus group participants almost exclusively fell in that category (of our parent, youth, and senior focus groups, all but one person who shared their income had a household income of under \$59,999).

### Comparison of Study Area and Survey Respondents by Household Income

Census Income Categories	Study Area (%)	Survey Categories	Survey Respondents
Under \$25,000	8.15%	Under \$30,000	5%
\$25,000-\$74,999	17.42%	\$30,000 - \$59,999	9%
\$75,000-\$99,999	11.41%	\$60,000 - \$89,999	17%
\$100,000-\$149,999	20.47%	\$90,000 - \$119,999	14%
\$150,000+	42.54%	\$120,000+	41%

Source: DP03 Selected Economic Characteristics (2022 American Community Survey 5-year Estimates)

Note: In our survey, 13% selected "Prefer Not to Say."

## Forecasted Growth in the Study Area

Predicted growth is another important factor when considering the future needs of the area. For the study, we leveraged the DC Office of Planning's forecasting data as organized by "Neighborhood Cluster"<sup>4</sup>. Our study area is split among Neighborhood Clusters, and here we can consider the two largest neighborhoods encapsulated: Cluster 1 ("Kalorama Heights, Adams Morgan, Lanier Heights") and part of Cluster 6 ("Dupont Circle, Connecticut Avenue/K Street").

4. According to DC's Office of Planning, "Cluster boundaries were established in the early 2000s based on the professional judgment of the staff of the Office of Planning as reasonably descriptive units of the City for planning purposes. Once created, these boundaries have been maintained unchanged to facilitate comparisons over time, and have been used by many city agencies and outside analysts for this purpose (<https://opendata.dc.gov/datasets/DCGIS::neighborhood-clusters/about>).



## NEIGHBORHOOD CLUSTER 1: KALORAMA HEIGHTS, ADAMS MORGAN, LANIER HEIGHTS

### Minimal Population Growth Projected Over The Next 15 Years

Age	2020-2025 % Change	2025-2030 % Change	2030-2035 % Change	2020-2035 % Change
0-24	9.9%	-1.5%	-0.3%	7.9%
25-44	6.8%	3.5%	0.6%	11.2%
45-64	2.4%	-3.7%	0.1%	-1.3%
65+	13.7%	1.7%	-1.1%	14.3%
Total	7.2%	1.2%	0.2%	8.6%

Source: <https://planning.dc.gov/publication/dc-forecasts> "Population Forecast by Single Age Groups by Neighborhood Cluster"

Based on these projections for Kalorama Heights, Adams Morgan, and Lanier Heights, the total population is expected to grow 8.6% from 2020 to 2035. Most of that growth was expected to happen between 2020 and 2025. After 2025, the population growth in the study area is expected to be minimal. Over that same 15-year time period, the city-wide projected population growth is 12.9%, suggesting that Cluster 1 is not expected to grow as fast as the District overall.

Furthermore, between 2025 and 2030, the age groups of 0-24 and 45-64 are expected to decrease in population, and between 2030 and 2035, population growth is either negative or very minimal across all age groups in the study area.



## NEIGHBORHOOD CLUSTER 6: DUPONT CIRCLE, CONNECTICUT AVENUE/K STREET

Neighborhood Cluster 6, including Dupont Circle, Connecticut Avenue/K Street, is expected to grow 8.2% from 2020 to 2035, with the most growth happening between 2020 and 2025, reflecting a similar trend to the Adams Morgan, Kalorama Heights, and Lanier Heights neighborhoods (Cluster 1). Like Cluster 1, the 45-64 age group is expected to decrease in that 15-year timeframe. The 25-44 age group is the only one expected to consistently increase, without any expected population dips.

### Minimal Population Growth Projected Over The Next 15 Years

Age	2020-2025 % Change	2025-2030 % Change	2030-2035 % Change	2020-2035 % Change
0-24	13.9%	-2.1%	0.7%	12.3%
25-44	6.1%	2.2%	0.9%	9.3%
45-64	1.4%	-4.6%	-0.1%	-3.3%
65+	14.4%	2.0%	-0.5%	16.1%
Total	7.2%	0.4%	0.5%	8.2%

Source: <https://planning.dc.gov/publication/dc-forecasts> "Population Forecast by Single Age Groups by Neighborhood Cluster"

Between 2025 and 2030, the age groups of 0-24 and 45-64 are expected to decrease in population. Across all age groups, population growth is either negative or very minimal between 2030 and 2035.

The study area includes small portions of Cluster 2 (Columbia Heights, Mt. Pleasant, Pleasant Plains, Park View), Cluster 3 (Howard University, Le Droit Park, Cardozo/Shaw), and Cluster 7 (Shaw, Logan Circle) but not enough to draw meaningful inferences based on the dataset without potentially skewing our findings based on residents outside the study area.

In summary, the forecasting data suggests that most of the study area is not expected to grow dramatically over the next decade, and this trend holds true across age groups. When these projections were made, most of the growth was expected to happen between 2020 and 2025.

# 5 | Engagement Overview

Outreach was conducted from May 2024 through the beginning of August 2024. After a process of stakeholder mapping to understand subgroups and identify best approaches to engagement, we developed a strategy to engage a broad group of stakeholders.



A primary goal of this study was to engage residents who are not current library users to better understand where they go for services otherwise offered by the library and what current obstacles they face to using the library.

Recognizing that we would be more likely to hear from those already engaged in the library through survey outreach at events such as community-wide pop-ups (people are more likely to approach our DC Public Library table if they are already in some way connected to the library), we also intentionally sought to hear from specific groups we did not think we would otherwise get a representative sample from, including Spanish-speakers, teachers/education stakeholders, seniors, youth, and parents. Through targeted focus groups and individual interviews, we were able to capture both a wider range of perspectives and deeper insights about library usage.

Residents and community stakeholders had the opportunity to provide feedback through a variety of engagement tools, including a survey (administered both online and on paper at various events around the study area), pop-up boards, focus groups (facilitated in both English and Spanish), and one-on-one interviews.





## Focus Groups and Stakeholder Interviews

We hosted four focus groups to learn more from specific sub-populations of residents of the study area. These specific groups were selected for two main reasons: (1) the unique perspectives and experience they may have related to public library usage, and (2) the possibility that these groups would not be represented as well through traditional surveying at pop-up events (as previously noted, the DC Public Library table at pop-up events tended to attract people who were already engaged library users).

The focus groups we conducted were for Spanish-speaking and immigrant parents, Single Member District Advisory Neighborhood Commissions (ANCs) located within the study area, students under the age of 24 ("youth"), and Spanish-speaking seniors. Each focus group lasted 75-90 minutes and included 6-18 participants. The questions asked in focus groups aligned with those on the survey but probed deeper into individuals' daily habits and needs in their neighborhood.

Focus Group	Language of Facilitation	Race/Ethnicity of Participants	Age of Participants	# of Participants
Parents	Spanish (with some English translation)	Hispanic, Asian, Native Hawaiian	18-44	8
ANCs	English	White and Hispanic	25-64	6
Youth	English	Black and Hispanic	Under 24	8
Seniors	Spanish	Hispanic	65+	18

Because there were additional stakeholders we thought would provide valuable feedback but either did not fit into a specific focus group or were unable to attend, we also offered one-on-one interviews to select individuals. Specifically, we offered one-on-one conversations to all ANC members who were unable to attend the focus group, to the U Street Neighborhood Association, the Kalorama Citizens Association, and the Dupont Circle Citizens Association, as well as a number of additional educational stakeholders.

We conducted interviews with the Dupont Circle Citizens Association (Vice President), U Street Neighborhood Association (President), Librarian (and former teacher) at Roosevelt STAY, and the Vice Principal at Roosevelt STAY.

## Community Pop-Up Events

The survey was available online from June 18, 2024, through August 4, 2024. We also administered the survey at four pop-up events: Adams Morgan Family Movie Night, the Dupont Circle Farmers Market, Camp Cardozo (a health-centered, family-friendly festival on the U Street Corridor), and Mid City Dog Days (an annual Logan Circle and U Street sidewalk sale). We also conducted in-person outreach on multiple occasions at local businesses and public spaces, including Trader Joe's, and at the intersection of 18th St NW and Calvert Street with surveys and/or QR codes linking to the online survey. In total, we received 368 more survey responses.<sup>5</sup>

In addition to surveys, we used interactive boards at our pop-up events, which gave people the opportunity to provide quicker feedback than filling out a survey. Depending on whether or not they identified as library users, they could share (1) which public library they use, or (2) what obstacles prevent them from using the library. In total, we received 131 pop-up board responses: 117 from those who use a library, and 14 from those who do not. (See Appendix for the survey, pop-up boards, and an overview of engagement events).

## Additional Stakeholder Outreach

After identifying local civic groups, education stakeholders, and businesses in the area, we conducted additional outreach to tap into existing networks to expand distribution of the survey. This included emailing a description of the project with a link to the survey to local community stakeholders, sharing the survey through District Bridges' U Street weekly business letter, U Street Main Streets monthly community newsletter, the Adams Morgan BID's newsletter, and sharing the survey link with organizations and individual stakeholders who could not participate in focus groups. (See Appendix for a detailed list of stakeholder outreach).

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5. Not all survey responses were complete. We have calculated percentages based on the total number of people who answered a given question.



# 6 | Engagement Findings

## Focus Groups and Interviews

We held four focus groups (two virtual and two in-person) and conducted four one-on-one stakeholder interviews. The section below summarizes some of the key points raised in each focus group/interview. The following section integrates what we heard thematically. (See Appendix for Exit Survey Demographic Data).

### ADVISORY NEIGHBORHOOD COMMISSIONS (ANCS)

- ANCs expressed very positive feelings about the area and resources already in the neighborhood. Ease of access and transportation (ability to walk places) were mentioned.
- Those who attended our focus group are library users and would prefer a closer/more accessible library (they travel, mostly to the Martin Luther King Jr. Memorial, Mt. Pleasant, or Shaw/Watha T. Daniel libraries). Some noted that they would like a library at either the 1617 U Street or 1620 V St NW sites.
- Others suggested alternatives to a new full-scale library to ease/increase library access, including more direct transportation lines to the libraries (such as a direct bus line to Martin Luther King Jr. Memorial Library) and storefront libraries rather than full service libraries where people can still check out/return books.

### IMMIGRANT/SPANISH-SPEAKING PARENTS

- Immigrant mothers would use the library more if they had access to childcare at the library itself.
- There are a lot of services that the library provides that immigrant women aren't accessing because they aren't aware of them (a bilingual WhatsApp group or SMS distribution list for immigrants were suggested).
- Most focus group participants were unaware that there are bilingual staffers at some libraries.
- Mt. Pleasant Library is the most accessible for participants living in Adams Morgan.

### YOUTH

- Black and Hispanic youth who attend school in the U Street area do not regularly frequent DC Public libraries, and when they go, they go to locations closer to their homes than their school.
- They consider the library to be a place to study and check out books, but do not find the books to be relevant to them (specific to their fields, such as finance and nursing).

### SPANISH-SPEAKING SENIORS

- Most participants do not live in the immediate Adams Morgan | U Street | Dupont Circle area, but are from nearby neighborhoods (including Columbia Heights, Bloomingdale, and Woodley Park) and spend most of their time at the Senior Center.

## SPANISH-SPEAKING SENIORS (CONTINUED)

- Seniors expressed that one of their favorite aspects of the community is that places they like to go and services are easily accessible and nearby (there is little need to leave the immediate area to access anything they want). Specifically, they named access to emergency care, transportation, and the Vida Senior Center.
- Of the individuals who either directly use the library or have family members who use the library, their main uses include checking out books (mostly physical books, but one participant did use the app to read e-books), printing services, and some used the library to vote.
- Most, however, do not use the library, largely because they are not aware of what the library has to offer. It isn't a resource they think of, and many are particularly concerned about language barriers and the inability to communicate with library staff.
- Reasons people cited that would compel them to use the library and its services more include a greater selection of books, finding the self-motivation, more amenable hours of service, and more information regarding events.

## INTERVIEWS WITH EDUCATION STAKEHOLDERS

- Education stakeholders, specifically from Roosevelt STAY, an alternative education program for those ages 18-24, did not think their students used the public library often. They emphasized that they weren't sure their students knew what the library had to offer or found value or relevancy in what they did know it to offer, a sentiment that was largely echoed in the focus group of students. In other words, they do not feel a clear incentive to go.
- Other uses have included using event space to host prom and for teacher curriculum development/professional development at Martin Luther King Jr. Memorial Library.
- They thought that computer use/internet access and job training, skill development, or resources that would help advance them in a career were the most likely to be helpful.

## INTERVIEWS WITH CIVIC LEADERSHIP

- Leadership in the Dupont Circle Citizens Association, the U Street Neighborhood Association, as well as the ANC Focus Group, underscored a need for free and accessible indoor community space in which to hold meetings. These civic leaders noted that a library could help fill that gap.
- Civic leaders feel great pride and investment in the neighborhood, and mentioned the memorials, local history, and sites for learning as favorite aspects of the community.
- With respect to the 1617 U St NW site in particular, one leader noted that their main concern is keeping the site public (for public use). They also expressed that there may not be a need for a full service library, but would like to see a more accessible place to pick up and return books.



## Greatest Community Assets

We asked each focus group to identify their favorite aspects of the Adams Morgan | U Street | Dupont Circle neighborhood and the community. (Note: for the most part, members of the ANC and Parent focus groups lived in the neighborhood, while the Senior group tended to live nearby and spend considerable time at the local Senior Center, and students in the Youth focus group attended school in the area, but otherwise did not spend considerable time there.)

The main themes that came up across focus groups were related to the proximity of stores, services, and resources (and there being little need to leave the immediate area to access whatever they needed), and ease of transportation—whether it be the ability to walk places or proximity to public transit such as bus lines. Seniors, for example, highlighted access to emergency care. At the same time, parents mentioned the closeness of free pools, parks, and “screen on the green,” and ANCs mentioned its status as a social destination with great restaurants and parks.

Across groups, participants also mentioned the neighborhood’s sense of place, kind people, and sense of community. ANCs also highlighted the income and class diversity as a strength of the neighborhood, with its bilingual nature (including good bilingual schools) a key component.

Parents in particular cited noise and lack of affordable groceries as negatives.

## Reasons to Leave the Neighborhood

Focus group participants appreciate that they do not need to leave the neighborhood—or travel far—to access most of their daily needs. When they do, most participants across focus groups cited using public transportation (especially buses), walking, and biking most often. Activities that residents tend to bundle when leaving the neighborhood include childcare pickup, food pickup, and shipping boxes.

Some of the reasons residents leave the Adams Morgan | U Street | Dupont Circle neighborhood include doctors' appointments, cultural activities (like theaters and sports), bigger box stores, international food, and more affordable grocery stores (such as Walmart or Giant), work, and childcare. The ANC focus group also noted that they leave the neighborhood to use the public libraries.

## Library Usage

The extent of library use differed across focus groups.

- ANC members who joined our focus group were library users who regularly left the Adams Morgan | U Street | Dupont Circle neighborhood to visit local libraries. Mt. Pleasant Library, Shaw/Watha T. Daniel Library, and Martin Luther King Jr. Memorial Library were the most cited libraries.
- In the Youth focus group, most do not use their local public libraries, but if/when they did go, it was most likely to be in their home neighborhoods. Libraries mentioned in this group included Martin Luther King Jr. Memorial Library, Southwest Library, Shaw/Watha T. Daniel, and Lamond-Riggs/Lillian J. Huff Library.
- In the Parent focus group, some use the public libraries – specifically Mt. Pleasant Library and Martin Luther King Jr. Memorial Library – for children-focused services.
- Among seniors, about a third use a public library (citing Mt. Pleasant Library and Palisades Library, specifically).
- In the Youth, Parent, and Senior groups, there was generally a gap in knowledge of what the library had to offer outside of books, space to convene, and computers.
- Across groups, library users mentioned checking out books as a use (though youth and Spanish speakers both noted limitations to the selection of books as reasons they don't use it more). Perhaps most striking was the differences in knowledge and understanding of what the library has to offer.

The ANCs, for example, listed a wide range of uses that could benefit constituents: printing, internet/computer use, connection to government services, certifications, free education, free space to relax and spend time, librarian guidance to resources, safe space for children, access to research and information, connection with the community, access to COVID test kits during the pandemic, and restrooms.

Parents mentioned using children-focused services such as learning enrichment and baby-focused classes on weekday mornings at Martin Luther King Jr. Memorial Library, using the children's section to read books, and receiving books through the Books from Birth Program. Parents emphasized the importance of a library as a space for their children to learn, be social, and access books. Most were not aware of other opportunities and services like free printing or computer classes.

Students underscored having a place to study, check out books, and spend time as well as use computers/internet, as key uses.

Seniors also mentioned using the library for printing and voting.

For the most part, virtual and electronic uses did not come up.

## Barriers to Library Usage

The barriers to library usage also varied across groups with particular barriers including :

- A lack of knowledge about what the library had to offer;
- Libraries are not a resource on people's radar/they don't think to go; and
- Language barriers.

Among the Youth focus group, there was a perceived gap between what students would want to read and what the library had to offer. They thought the offerings were not interesting or relevant to them. In particular, some cited wanting more career-specific books such as finance, accounting, and nursing. They also noted the library just wasn't on their radar as a place to go, they didn't have time to go, or they didn't find it quiet or conducive to work.

Among the Spanish-speaking focus groups, a lack of Spanish-speaking staff at library branches in addition to a lack of Spanish-language books were mentioned as deterrents. ANC's also mentioned the limited access to foreign language books as a problem.

The ANC group cited limited or inconvenient hours (including closing too early, opening too late on Sundays, or opening too late on weekday mornings), limited advance notice of programs and events, distance and proximity, unwelcoming space, lack of cultural relevance, a difficult website, library card/pin usage, and lack of relevant services and partnerships as additional barriers to usage.

One parent mentioned that she doesn't hear about the library, though others mentioned finding out about programming through Briya, their children, the 16th Street food distribution, and a WhatsApp group called 'Grupo Accion' that shares information about services and resources in the District. Parents also mentioned a lack of childcare at the library as a barrier to their individual usage, and one mentioned that it can be particularly difficult to access in winter.



## Participant ideas to increase library usage

A number of ideas surfaced about increasing library usage in the area.



Better transportation to existing library locations and new library locations (ANCs)

- Direct bus lines to MLK or other libraries (one ANC Commissioner noted that the 42/43 bus once did, but the route changed)
- Improved availability and location of bike shares across the city (ANC)
- ANC 1B and 1C noted that they have asked for permanent locations at the 1617 U St NW or 1620 V St NW sites
- Storefront pop-up libraries where residents can pick up or return books



Marketing and outreach about what the library has to offer (All Groups)

- QR codes linking to library programming site
- DC Public Library presence at public events and/or coming to schools to make in-person connections
- Providing public space for community events like ANC meetings that increase exposure
- Connection and partnership with local schools or existing community networks where they can learn about and be encouraged to participate in offerings)



Better service of Spanish-speaking population (Spanish-speaking Seniors, Spanish-speaking Parents, ANCs)

- More Spanish-speaking staff
- More Spanish language offerings



Broader selection of books (All Groups)

- Including more Spanish and foreign-language books, specific to career disciplines (students cited nursing, dermatology and the stock market) as well as job training



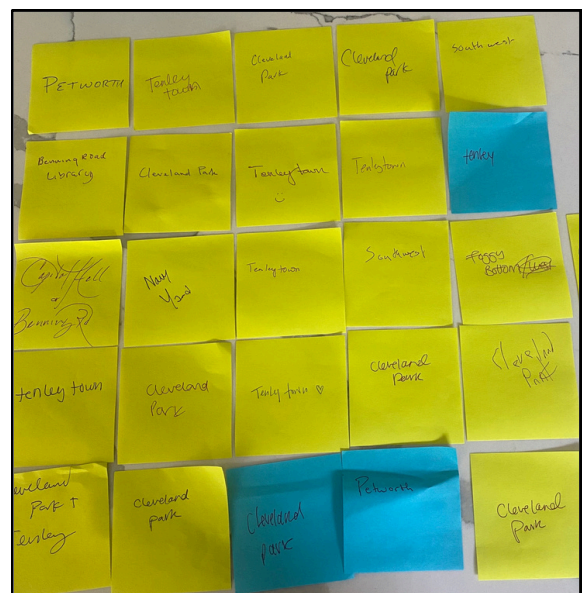
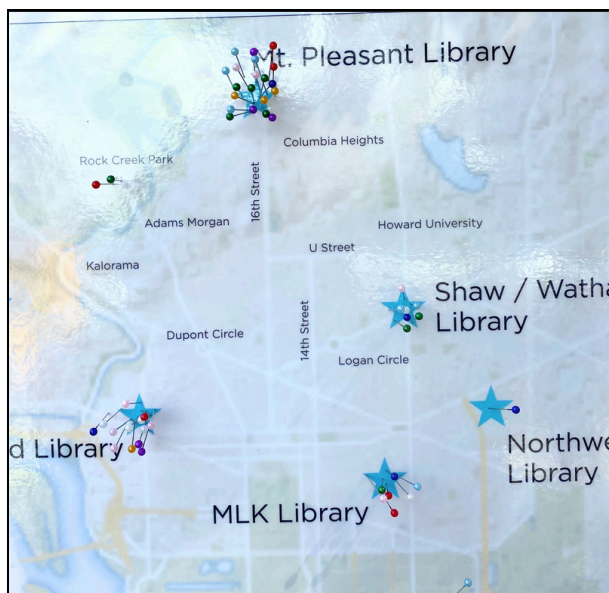
Longer service hours (Seniors, ANCs)



## Survey and Pop-Up Boards

In addition to focus groups, we distributed a survey and used interactive boards at pop-up events to gather additional feedback on how and why people use the library, or why they don't. Because we were particularly interested in understanding the needs of those who currently do not use the public library, we provided different engagement options for those who do use the library and those who do not. At pop-up events, we had two sets of interactive boards (each in both English and Spanish) – one asking people to place a pin on a map corresponding to the question: "Which DC Public Library location do you use?" and the other asking: "If you don't use DC Public Library, why not?"

Similarly, the survey asked respondents to answer one of two sets of questions, based on their answer to how often they currently use the public library (either in person or online). We categorized respondents as those who use a library more than four times a year, which we refer to as "Library Users," and those who use a library less than four times a year, if at all, which we refer to as "Infrequent Users." Library Users were then asked questions about which library they use, and for what purposes, while Infrequent Users were asked about the barriers they face to accessing library services and what would make them more likely to use the library. We also asked them questions about services and amenities they use in their neighborhood, what they have to leave the neighborhood for, and to describe places they like to gather with friends, family, or coworkers. Collectively, these questions were meant to paint a broader picture of how well the existing services, spaces, and resources in the Adams Morgan | U Street | Dupont Circle neighborhoods already serve the community. All survey respondents were asked to provide demographic information.



## Survey Respondents

In addition to the demographic information<sup>6</sup> mentioned above (in comparison to the broader demographics of the study area), we asked all respondents to share information about their relationship to the Adams Morgan | U Street | Dupont Circle area and how they tend to travel both within and outside of the neighborhood.

Among those who provided demographic information, 95% of respondents live in DC, and 75% live in the study area. Most survey respondents who live in the area have lived there fewer than five years.

- 43% live there 0-5 years
- 18% live there 6-10 years
- 34% live there more than 10 years
- 5% used to live there but do not anymore

We asked those who do not live in Adams Morgan | U Street | Dupont Circle what brings them to the area. The most common responses were:<sup>7</sup>

- Recreation/Leisure or Entertainment (57%)<sup>8</sup>
- Shopping/Restaurants (53%)
- Work (33%)
- Visiting friends, family or community members (31%)

We also asked respondents who lives in their home and found that 13% of our survey respondents have children in their household (ages 0 - 12), 7% have teens (ages 13-19), 13% have young adults (ages 20-25), and 13% have seniors (ages 65+).

Respondents were also asked about their preferred methods of travel both within and outside of their neighborhood. Underscored by our focus group participants, this study area is a highly walkable neighborhood with great access to public transportation. 87% of survey respondents prefer to walk or use a wheelchair to get around their neighborhood, while 49% use the Metro, 43% take the bus, and 40% bike or scooter. When it comes to traveling outside the community, most people prefer to take the Metro (78%), the bus (56%), drive a car (43%), or walk (43%).

In considering the broader question of access to services and amenities, residents highly value and appreciate the ability to walk and take public transportation within their neighborhood. This fact was highlighted by some residents' hope for a library within easy walking distance of their home and feeling that existing libraries are far or inaccessible, despite the surrounding libraries' connection to major bus lines and Metro stops and general close proximity to the study area.

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6. It should be noted that many survey respondents did not fill out complete demographic information.

7. Respondents were able to select more than one answer.

8. It should be noted that these numbers are somewhat skewed, as we handed out many of our surveys at recreation/leisure events.

## Library Usage

81% of our survey respondents report that they currently have a library card, but only 65% use the library at least monthly; 35% use the library fewer than four times a year, if at all (when asked how often they use the library, they answered “Never” or “Rarely.”)

- Never (10%)
- Rarely (1-4 times per year) (25%)
- Sometimes (monthly or nearly monthly) (22%)
- Often (more than 2 times per month) (33%)
- Everyday (or nearly every day) (10%)

In looking at how often respondents visit the library by income bracket, we found that “Often -- More than 2 times per month” was the most common answer across all income brackets (see Appendix).

## THOSE WITH YOUNG CHILDREN (AGES 0-12) IN THEIR HOUSEHOLDS

We also wanted to specifically consider residents with young children (ages 0-12) in their household, as we received a number of comments in interviews and focus groups about the importance of libraries for parents of young children. Of our survey respondents, 40 people noted having children ages zero through 12 in their home. Of those, 32 reported using the library Sometimes, Often, or Everyday (our definition of a “Library User”). Of that same group, 75% reported using the library specifically for children’s space and programming). Eight respondents with young children in their household were “Non-Library Users,” reporting that they use the library Never or Rarely.

Because there were only 8 survey respondents who rarely or never use the library, it was difficult to draw conclusions about the biggest barriers they face; however, four respondents noted that they would be more likely to use the library if they had greater awareness of what the library had to offer and four noted the need for a closer, more accessible library (respondents could select more than one option).



## Where Current Library Users Go

Of “Library Users,” most (158 of 231, or 68%) use both in-person and online/virtual services. 21% reported only using the library in person, and 10% reported only using the library online.

About half of the Library User respondents use the Mt. Pleasant Library (49%), while 44% use Martin Luther King Jr. Memorial Library, 35% use Shaw/Watha T. Daniel Library, and 22% use the West End Library. 23% selected Other, with Cleveland Park as the most common response (respondents could select as many answers as applied). Respondents also mentioned using Georgetown, Northwest One, Palisades, Tenley-Friendship, Northeast, Petworth, Southwest, Chevy Chase, and Parklands-Turner Library.

- Which location(s) do you use (survey responses)?<sup>9</sup>
  - Mt. Pleasant (49%)
  - Martin Luther King Jr. Memorial (44%)
  - Shaw/Watha T. Daniel (35%)
  - Other (23%)
  - West End (22%)

Pop-up board map pins underscored Mt. Pleasant Library as the most commonly used library, with an additional 27 people, followed by West End (18 people), Shaw/Watha T. Daniel (17 people), and Martin Luther King Jr. Memorial Library (14 people). Several others added Cleveland Park as another option. Generally, we found the interactive pop-up boards were much more successful at attracting library users than those who do not use the library.

When looking at specific sub-populations, there were slight differences in the location of library use, but because the sample size of individual groups was small, it was difficult to draw specific conclusions. Those who speak Spanish in their homes, for example, were slightly more likely to use the Martin Luther King Jr. Memorial, while those with young children in their families were most likely to use Shaw/Watha T. Daniel. These differences were not significant, however.

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9. An analysis of library usage data from FY 2023 also shows that patrons who reside in the study area are most likely to use West End, Mt. Pleasant, Shaw and MLK libraries for checking out physical materials and computer sessions.



Checking out books ranked by far as the most common type of library use, with 79% of survey respondents selecting this option, followed by checking out e-books or audiobooks, studying/reading alone, accessing library databases/digital resources, or attending a library program or community meeting. During focus groups and interviews, several community stakeholders suggested having an accessible place to pick up and return books as a desirable alternative to a full-service library.



Check out books - 79%



Check out e-books or  
audiobooks - 51%



Study/read alone - 37%

- Library databases/digital resources - 33%
- Attend library program or community meeting - 30%
- Children's space and programming - 14%
- Gathering space - 14%
- Use a computer - 14%
- Government services - 6%

Other options had included using computers, gathering spaces, government services, or other (such as printing).

While "gathering spaces" did not rank high amongst the most common uses (only 12% of Library Users noted that as a use), we did hear about a need for more free, accessible meeting spaces in the study area from our conversations with community stakeholders. This priority seems most relevant, therefore, to those involved in organizations seeking meeting spaces.



## Barriers to Library Use for Non-Library Users

We received responses from 104 people who Never or Rarely use the public library. The top reasons reported as to why they do not use the library included:

1. Existing libraries are too far/inaccessible (36 people, 35%);
  - Note - 5 of these respondents do not live in the study area.
2. I don't need any services offered (22%); and
3. I don't know what the library offers (14%).

Additional options included "inconvenient hours," "don't know where the library is," "libraries do not offer what I need" and "don't feel safe or welcome."

Of the respondents, 31% selected "Other". Among additional answers that at least two people noted include: "already having access to books and/or wifi," "no specific reason/fell off radar," "new to the area and haven't had the chance to sign up," and "unavailability of books/long wait times."

Among the 36 "Non-Library Users" who said that existing libraries were too far/inaccessible, 23 of those individuals identified as current library card holders (an additional three used to have a library card).

Eight noted that a greater awareness of where the library is located would make them more likely to use the library. 30 of the 36 also noted walking/wheelchairs among their preferred methods of transportation in the neighborhood. We then asked respondents what would make them more likely to use the library.

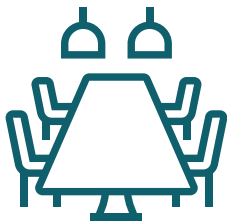
1. Greater awareness of what the library is/has to offer (38%)
2. Closer, more accessible library (38%)
3. More/better programming/offering (23%)
4. Greater awareness of where it is located (19%)
5. Do not have a need for a library (10%) or not sure (10%)

These findings underscore what we heard in the focus groups – suggesting that some people would use the library more often if there were a closer, more accessible library (though this may be largely for book pickup and drop-off), and others would use it more often if they had a better understanding of what the library offers.

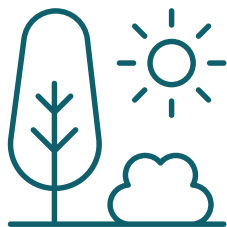
The next several questions we asked Non-Library Users sought to understand what services and amenities were missing from the neighborhood. Perhaps most notable is the responses to the question of which services/amenities people wish were closer and more accessible. The most common responses to this question were outdoor space and coworking spaces, followed by copying/printing spaces. Interestingly, these are also the top responses for services/amenities that people access within their neighborhood. Children's storytime and programs for children received the lowest number of responses, reflecting the lower number of parents/caregivers versus non-parents/caregivers who took this survey.



- What services/amenities do you use in your neighborhood?
  - 71% said outdoor space
  - 38% said copying/printing
  - 26% coworking spaces or business spaces
  - 24% government services
  - 14% children's storytime or programming for children



- What services/amenities do you leave your neighborhood for?
  - 44% coworking space or business space
  - 44% government services
  - 37% outdoor spaces
  - 34% copying/printing
  - 8% children's storytime or programming for children



- Services/amenities you wish were closer
  - 38% outdoor space
  - 33% coworking
  - 25% copying/printing
  - 25% government services
  - 9% children's storytime or programming for children

When asked what public spaces in the community people use to connect with others, parks/green spaces (79% of respondents) and cafes/coffee shops (79% of respondents) received by far the most responses. Regarding the qualities they like most about their preferred gathering spaces, "easy to get to," "clean" and "safe" rank among the top three. The 85% of respondents who selected ease of access represents the greatest consensus we saw across questions, highlighting its high priority level among those living in the neighborhood. Avoiding crowdedness and parking ranked the lowest.



## 7 | Summary of Findings

When asked what would make people more likely to use the library, the top responses we heard included more awareness of what the library has to offer and a closer or more accessible library.

- Those who already use the library (and/or have a library card) were more likely to mention the idea of bringing a new, closer library to the neighborhood, with focus group participants, in particular, noting that the added convenience would increase and/or ease their library use.
- Those who do not currently use the library (or do not use it often) were more likely to mention the need for more awareness of what the library has to offer, more culturally relevant material and services, and the need to address language barriers (with respect to the materials and library staff) as their main barriers to library use.

There is a shared sense that one of the best features of the Adams Morgan | U Street | Dupont Circle neighborhood is its proximity to services and resources and the ease of getting around. Therefore, while it is not clear that the full-service library would fill an existing gap in services/amenities in the neighborhood, many notice that the presence of a public library within easy walking distance is lacking.

While people use the public library for a range of activities and services, checking out books was by far the most mentioned among frequent library users, as compared to its uses as a physical space for computer/internet access or to meet with others. This suggests that a smaller library or alternative space to exchange books that is walkable to those in the neighborhood may fill a gap not otherwise met by existing neighborhood amenities.

More free, accessible community spaces for organizations to hold events, and meetings, and bring people together remains a need in the area mentioned by several people, particularly those involved in civic groups.



# 8 | Conclusion

While some people, particularly current library users, specifically mentioned the 1617 U Street site as a desirable site for a new library, there was not consensus on the need for a full-service library to meet the community needs.

Rather, current library users seemed especially interested in a closer location to exchange books, and non-library users articulated barriers to use, such as a lack of awareness of what the library offers or a sense of relevancy/value to them, that would need to be explored and addressed before understanding if they would use a closer library. It was estimated that in 2024 a new library would cost the District between \$30-35 million in addition to annual operating costs of \$600,000. Construction costs are predicted to continue to increase with estimated escalations of 8-10% year-over-year. Considering the high cost of building and operating a new library, DC Public Library should explore lower-cost ways to meet the needs of this community.

These approaches may include:

- Marketing about what the library offers, and ensuring the library is appealing to youth
- Increase accessibility and relevance to Spanish-speakers
- Smaller space to order, pick up, and exchange books
- Alternative ways to address the need for more free, accessible community spaces for organizations to hold events and meetings
- Additional outreach to parents of young children (ages birth-12) to better understand if there is a gap in services/amenities for them (the focus group of parents we spoke to had additional language barriers that prevented them from knowing about and using the library).

DC Public Library has appreciated the rare opportunity to conduct a thorough neighborhood assessment to better understand how residents use libraries and what their expectations are. This study will help the Library not just in the U Street area, but throughout the District of Columbia, as we strive to better serve residents regardless of where they live.



# 9 | Appendix

01  
Survey

02  
Pop-Up Boards and Handouts

03  
Overview of Outreach Events

04  
Stakeholder Outreach

05  
Focus Group Demographics and Exit Survey

06  
Population Count Projections

07  
Study Area Maps



Periodically, DC Public Library conducts community needs assessments to help guide long-term planning. The COVID-19 pandemic had an impact on the way District residents use their library system. This survey seeks to understand community needs in the Adams Morgan/U Street/DuPont Circle neighborhoods to best support current and future library users. Please take a minute to complete this survey to help the Library with strategic planning.

**1. Do you have a DC Public Library card/account?**

- ☐ Yes ☐ I used to but do not any longer  
☐ No ☐ I am not sure

**2. How often do you currently use DC Public Library in any way, either in-person or online?**

- ☐ Never ☐ Often (more than 2 times per month)  
☐ Rarely (1-4 times per year) ☐ Every day (or nearly every day)  
☐ Sometimes (monthly or nearly monthly)

**Answer below if you use the Library fewer than 4 times per year (Never or Rarely).  
 If you use the library more than 4 times per year (Sometimes, Often or Everyday, skip to PAGE 2, #10:**

**3. What prevents you from using DC Public Library?**

*Select all that apply.*

- ☐ Existing libraries/library services are too far or inaccessible for me  
☐ The current libraries do not offer what I need  
☐ The hours aren't convenient for me  
☐ I don't know what the library offers  
☐ I don't know where the library is  
☐ I don't feel safe or welcome in the library  
☐ I don't need any services offered  
☐ I don't have internet access at home  
☐ I don't know how to access the library online  
☐ Other \_\_\_\_\_

**4. What would make you more likely to use the library?**

*Select all that apply.*

- ☐ Greater awareness of what the library is or what it has to offer  
☐ Greater awareness of where the library is located  
☐ More or better programming and service offerings  
☐ A closer or more accessible library  
☐ I do not have a need for library services  
☐ I am not sure

**5. What service(s)/amenities do you use in your neighborhood? *Select all that apply.***

- ☐ Co-working spaces or business spaces  
☐ Copying/printing services  
☐ Children's story-time or other programs for children  
☐ Government services  
☐ Outdoor space

**6. What service(s)/amenities do you use that you need to leave your neighborhood for? *Select all that apply.***

- ☐ Co-working spaces or business spaces  
☐ Copying/printing services  
☐ Children's story-time or other programs for children  
☐ Government services  
☐ Outdoor space

**7. What service(s)/amenities do you wish were closer or more accessible to you?**

- ☐ Co-working spaces or business spaces  
☐ Copying/printing services  
☐ Children's story-time or other programs for children  
☐ Government services  
☐ Outdoor space

**8. What public space(s) in your community do you use to gather and connect with friends/family/coworkers?**

*Select all that apply.*

- ☐ Cafe/coffee shop  
☐ Co-working spaces or business spaces  
☐ Parks or green spaces  
☐ Community Centers (Senior Center, Recreation Center)  
☐ Community-Based Organizations  
☐ Schools  
☐ Clubs for Social Activities (dance, games, sport)  
☐ Other \_\_\_\_\_  
☐ I do not attend in-person gatherings

**9. What qualities do you like about your preferred gathering place(s)? *Select all that apply.***

- ☐ Clean  
☐ Easy to get to  
☐ I feel safe there  
☐ Adequate seating  
☐ Space is welcoming, inviting, and comfortable  
☐ It's never too crowded  
☐ Free Internet/Wi-F  
☐ Parking is available  
☐ Other \_\_\_\_\_

## DC Public Library Survey - Page 2

**Answer below if you use the Library 4+ times per year (Sometimes, Often, Everyday).**

**10. Do you visit the Library in person or use online library services?**

- ☐ I only go to the library in person
- ☐ I only use online/virtual library services
- ☐ I go to the library and use online/virtual library services

**11. Which location(s) do you use? Select all that apply.**

- ☐ Shaw/Watha T. Daniel Library (1630 7th St NW)
- ☐ Mt. Pleasant Library (3160 16th St NW)
- ☐ West End Library (2301 L St NW)
- ☐ Martin Luther King Jr. Memorial Library (901 G St NW)
- ☐ Northwest One Library (155 L St NW)
- ☐ Georgetown Library (3260 R St NW)
- ☐ Other \_\_\_\_\_
- ☐ Virtual/online services

**12. What do you use the Library for? Select all that apply.**

- ☐ Study or read by myself
- ☐ Attend a library program or community meeting
- ☐ Use a computer
- ☐ Gathering space
- ☐ Government services
- ☐ Check out books
- ☐ Children's space and programming
- ☐ Check out e-books or audio books
- ☐ Use library databases or digital resources
- ☐ Other \_\_\_\_\_

**EVERYONE, please answer questions below.**

**13. Do you currently live in Washington, DC?**

- ☐ Yes
- ☐ No

**14. Do you live in Adams Morgan/U Street/Dupont Circle?**

- ☐ Yes
- ☐ No

**15. If so, how long have you lived in Adams Morgan/U Street/Dupont Circle?**

- ☐ 0-2 years
- ☐ 0-5 years
- ☐ 6-10 years
- ☐ More than 10 years
- ☐ I used to live here but do not anymore

**16. If not, what brings you to Adams Morgan/U Street/Dupont Circle? Select all that apply.**

- ☐ Work
- ☐ Visiting friends/family (or other community members)
- ☐ School
- ☐ Recreation, leisure or entertainment
- ☐ Shopping or restaurants
- ☐ Childcare
- ☐ Healthcare and other services
- ☐ I do not regularly come to this area

**17. How do you prefer to travel within your community? Select all that apply.**

- ☐ Walk/Wheelchair
- ☐ Metro
- ☐ Bike/Scooter
- ☐ Other \_\_\_\_\_
- ☐ Bus
- ☐ Car
- ☐ Carshare

**18. How do you prefer to travel to places outside your community? Select all that apply.**

- ☐ Walk/Wheelchair
- ☐ Metro
- ☐ Bike/Scooter
- ☐ Other \_\_\_\_\_
- ☐ Bus
- ☐ Car
- ☐ Carshare

**19. Which best describes your current housing situation?**

- ☐ Homeowner
- ☐ Living with family/friends
- ☐ Other \_\_\_\_\_
- ☐ Renter
- ☐ Unhoused

**20. Which of the following people live in your home? Select all that apply.**

- ☐ Children (Birth-12)
- ☐ Teens (ages 13-19)
- ☐ Young Adults (ages 20-25)
- ☐ Adults (ages 26-40)
- ☐ Older Adults (ages 41-64)
- ☐ Seniors (ages 65+)

**21. How do you describe yourself?**

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black/African American
- ☐ Hispanic/Latino/Latina
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ White
- ☐ Multiracial
- ☐ Some other race/ethnicity
- ☐ Prefer not to answer

**22. What language(s) is spoken in your home?**

- ☐ Spanish (Español)
- ☐ English
- ☐ Amharic (አማርኛ)
- ☐ French (Français)
- ☐ Korean (한국어)
- ☐ Vietnamese (Tiếng Việt)
- ☐ Chinese (中文)
- ☐ Other \_\_\_\_\_

**23. What is your age?**

- ☐ Under 18
- ☐ 18 - 24 years old
- ☐ 25 - 34 years old
- ☐ 35 - 44 years old
- ☐ 45 - 64 years old
- ☐ 65+ years old
- ☐ Prefer not to answer

**24. What is your annual household income?**


- ☐ Under \$30,000
- ☐ \$30,000 - \$59,999
- ☐ \$60,000 - \$89,999
- ☐ \$90,000 - \$119,999
- ☐ \$120,000+
- ☐ Prefer not to say



DC Public Library




## 02 | Pop-Up Boards and Handouts



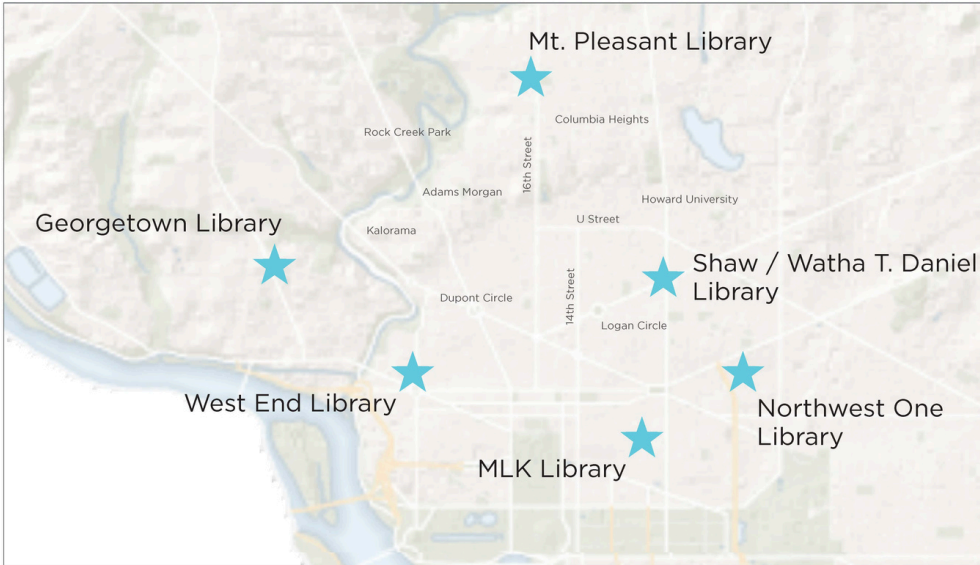
DC Public Library

*WE WANT TO  
HEAR FROM YOU!*



*Place a sticker on the map or next to a statement below.*

**WHAT DC PUBLIC LIBRARY LOCATION DO YOU USE?**



**I USE ANOTHER LIBRARY**

**I USE ONLY ONLINE LIBRARY SERVICES**

FOR MORE INFORMATION, VISIT [DCLIBRARY.ORG](https://dclibrary.org)



*Place a sticker next to a statement below.*

## I DO NOT USE DC PUBLIC LIBRARY BECAUSE...

EXISTING LIBRARIES  
ARE TOO FAR OR  
INACCESSIBLE

CURRENT LIBRARIES  
DO NOT OFFER  
WHAT I NEED

THE HOURS ARE NOT  
CONVENIENT FOR ME

I DO NOT KNOW  
WHAT THE LIBRARY  
OFFERS

I DO NOT KNOW WHERE  
THE LIBRARY IS

I DO NOT FEEL SAFE  
OR WELCOME IN THE  
LIBRARY

I DON'T HAVE INTERNET  
ACCESS AT HOME

I DO NOT KNOW  
HOW TO ACCESS THE  
LIBRARY ONLINE

I DO NOT NEED ANY LIBRARY SERVICES

FOR MORE INFORMATION, VISIT [DCLIBRARY.ORG](https://dclibrary.org)

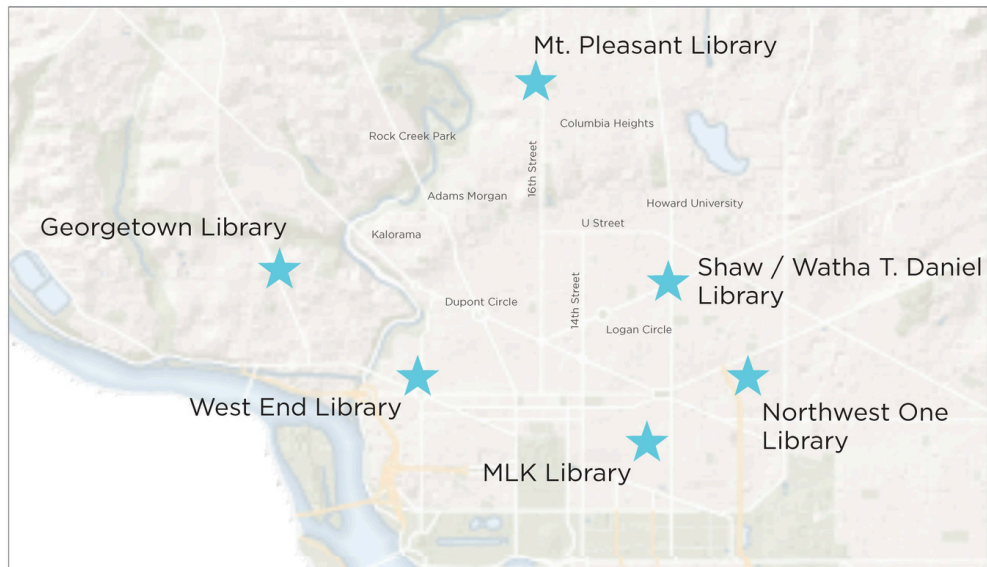


*¡QUEREMOS  
SABER DE USTED!*



*Coloque en sticker en el mapa o junto a una oración abajo.*

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ACTUALES NO OFRECEN  
LO QUE NECESITO**

**LOS HORARIOS NO SON  
CONVENIENTES**

**NO SE QUE OFRECE  
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UBICADA LA BIBLIOTECA**

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DC Public Library

# WE WANT TO HEAR FROM YOU!

*Please take a few minutes to  
complete this survey to help the  
Library with strategic planning.*



**SCAN THE QR CODE**

## 03 | Overview of Outreach Events

Date	Type of Event	Description	Notes on People Reached*
6/25	Pop-Up	Adams Morgan Family Movie Day	General Population (about 50, mostly white)
7/7	Pop-Up	Dupont Farmers Market	General Population (about 100, mostly white)
7/20	Pop-Up	Camp Cardozo	Families (about 15)
7/23	Focus Group	Parents	Spanish-Speaking (8)
7/24	Surveying	18th Street NW + Columbia Rd NW Intersection	General Population (about 10)
7/29	Focus Group	ANCs	Government (6)
7/30	Focus Group	Educational Staff/Teachers	Spanish-Speaking
7/30	Focus Group	Students	Youth (8)
7/31	Focus Group	Seniors	Spanish-Speaking (18)
8/3	Pop-Up	Mid City Dog Days	General Population
Ongoing	Passing out QR Codes	Trader Joe's	General Population

\*Includes surveys, pop-up boards, QR codes

## 04 | Stakeholder Outreach

### CIVIC AND COMMUNITY GROUPS

- U Street Neighborhood Association
- Center for Community Change: Power from the Ground Up
- Uniting Our Youth
- Thursday Network
- Adams Morgan Community Alliance
- The Festival Center
- Jubilee Jumpstart
- Vida Senior Center
- DC JCC

### ANC SINGLE DISTRICT COMMISSIONERS

Asterisks (\*) indicate those who also joined the focus group

- |                                   |                            |
|-----------------------------------|----------------------------|
| • 1B02 Frank Chauvin              | • 2B01 Meg Roggensack      |
| • 1B03 Jamie Sycamore             | • 2B02 Jeff Rueckgauer     |
| • 1B04 Santiago Lakatos*          | • 2B03 Vincent E. Slatt*   |
| • 1B05 Alan Kensek                | • 2B07 Libby Franklin      |
| • 1B06 Miguel Trindade Deramo     | • 2B08 Zachary Adams*      |
| • 1B07 Ashleigh Fields            | • 2B09 Christopher Davis   |
| • 1B08 Sabel Harris               | • 2D01 Ashley Warren       |
| • 1B09 Tucker Jones*              | • 2D02 Carole Feld         |
| • 1C01 Daniel Michealson-Horowitz | • 2F01 David R. Rubenstein |
| • 1C02 Lee Dixon                  | • 2F02 Neil Rocklin        |
| • 1C03 Peter Wood*                | • 2F03 Joe Florio          |
| • 1C04 Joseph Van Wye             | • 2F05 Christopher Dyer    |
| • 1C05 Margaret Stevens           | • 2F06 Christopher Apple   |
| • 1C07 Jake Faleschini*           | • 2F07 Brant J. Miller     |
| • 1C08 Barney Shapiro             | • 2E07 Daniel Chao         |
| • 1C09 John Jones                 | • 3C01 Hayden Gise         |
|                                   | • 3C07 Gawain Kripke       |

### EDUCATION STAKEHOLDERS

- Briya (Mary's Center)
- Roosevelt STAY
  - Librarian
  - English Teachers
  - Principal
  - Assistant Principal
- Sitar Arts Center
- Cardozo Summer School

## LOCAL BUSINESS COMMUNITY

- District Bridges
  - Sent survey link in community newsletter
  - Sent survey link in business newsletter
- U Street Main Street
  - Sent survey to distribute
- Adams Morgan BID
  - Sent survey to distribute

## DEPARTMENT OF PARKS AND RECREATION

- Banneker Pool
- Marie Reed Recreation Center
- Mitchell Park Recreation Center
- Stead Recreation Center
- Harrison Park Recreation Center
- Kalorama Recreation Center

## NEIGHBORHOOD ASSOCIATIONS

- U Street
- Adams Morgan
- Dupont Circle Citizens Association

## INTERVIEWS

- Librarian and former teacher, Roosevelt STAY
- Assistant Principal, Roosevelt STAY
- President, U Street Neighborhood Association
- Vice President, Dupont Circle Citizens Association



## 05 | Focus Group Demographics and Exit Survey

FOCUS GROUP EXIT SURVEY	1. Do you live in the Adams Morgan/ Street/Dupont Circle neighborhood?	2. If so, how long have you lived in the Adams Morgan/ Street/Dupont Circle neighborhood?	3. What brings you to the Adams Morgan/ Street/Dupont Circle area?	4. Which best describes your current housing situation?	5. Which of the following people live in your home?	6. How do you describe yourself?	7. What language(s) is spoken in your home?	8. What is your age?	9. What is your annual household income?
Parents (bilingual)	Yes	0-5 years	School	Homeowner	Teens (ages 13-19)	Asian	Other	35-44 years old	Under \$30,000
Parents (bilingual)	Yes	I used to live in the neighborhood	Work	Renter	Teens (ages 13-19)	Hispanic/Latino/Latina	Spanish (Español)	35-44 years old	Prefer not to say
Parents (bilingual)	Yes	0-5 years	School	Renter	Children (Birth - 12)	Hispanic/Latino/Latina	Spanish (Español)	25-34 years old	Prefer not to say
Parents (bilingual)	Yes	0-5 years	Shopping or restaurants	Renter	Children (Birth - 12)	Hispanic/Latino/Latina	Spanish (Español)	18-24 years old	\$30,000-\$59,999
Parents (bilingual)	Yes	0-5 years	School	Homeowner	Teens (ages 13-19)	Native Hawaiian or Other Pacific Islander	Other	25-34 years old	Under \$30,000
Parents (bilingual)	No	I used to live in the neighborhood	School	Renter	Children (Birth - 12)	Hispanic/Latino/Latina	Spanish (Español)	35-44 years old	Prefer not to say
Parents (bilingual)	Yes	0-5 years	Recreation, leisure, or entertainment	Renter	Children (Birth - 12)	Hispanic/Latino/Latina	Spanish (Español)	35-44 years old	Prefer not to say
Parents (bilingual)	No	I used to live in the neighborhood	Visiting friends/family (or other community members)	Living with family/friends	Children (Birth - 12)	Hispanic/Latino/Latina	Spanish (Español)	18-24 years old	Under \$30,000
ANC	Yes	6-10 years	Work, Visiting friends/family (or other community members), Recreation, leisure, or other services	Homeowner	Adults (ages 26-40)	White	English	25-34 years old	\$90,000-\$119,999
ANC	Yes	6-10 years	Visiting friends/family (or other community members), Recreation, leisure, or restaurants	Renter	Adults (ages 26-40)	White	English	25-34 years old	\$90,000-\$119,999
ANC	Yes	More than 10 years	Work, Visiting friends/family (or other community members), Recreation, leisure, or entertainment, Shopping or restaurants, Healthcare and other services	Renter	Older Adults (ages 41-64)	Prefer not to answer	Spanish (Español), English, Other	45-64 years old	\$120,000+
ANC	Yes	More than 10 years	Work, Visiting friends/family (or other community members), School, Recreation, leisure, or entertainment, Shopping or restaurants, Childcare, Healthcare and other services	Renter	Children (Birth - 12), Older Adults (ages 41-64)	White	Spanish (Español), English	45-64 years old	\$120,000+
ANC	Yes	0-5 years	Visiting friends/family (or other community members), Recreation, leisure, or entertainment, Shopping or restaurants, Healthcare and other services	Renter	Adults (ages 26-40)	White	English, Other	35-44 years old	\$120,000+
ANC	Yes	0-5 years	Work, Visiting friends/family (or other community members), Recreation, leisure, or entertainment, Shopping or restaurants, Healthcare and other services	Renter	Adults (ages 26-40)	Hispanic/Latino/Latina	Spanish (Español), English	25-34 years old	\$120,000+
Youth	No	0-5 years	School, Childcare, Healthcare and other services	Renter	Children (Birth - 12), Older Adults (ages 41-64)	Black/African-American	English	18-24 years old	Prefer not to say
Youth	No	0-5 years	School, Recreation, leisure, or entertainment, Shopping or restaurants	Living with family/friends	Children (Birth - 12), Teens (ages 13-19), Adults (ages 26-40)	Black/African-American	English	18-24 years old	Under \$30,000
Youth	No	I used to live in the neighborhood	School, I do not regularly come to this area	Living with family/friends	Older Adults (ages 41-64)	Black/African-American	English	18-24 years old	Prefer not to say

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FOCUS GROUP EXIT SURVEY	1. Do you live in the Adams Morgan/Street/Dupont Circle neighborhood?	2. If so, how long have you lived in the Adams Morgan/Street/Dupont Circle neighborhood?	3. What brings you to the Adams Morgan/Street/Dupont Circle area?	4. Which best describes your current housing situation?	5. Which of the following people live in your home?	6. How do you describe yourself?	7. What language(s) is spoken in your home?	8. What is your age?	9. What is your annual household income?
Youth	No	0-5 years	Visiting friends/family (or other community members), School. I do not regularly come to this area	Living with family/friends	Adults (ages 26-40)	Black/African-American	English	Under 18	Prefer not to say
Youth	Yes	More than 10 years	Work, Visiting friends/family (or other community members), School, Recreation, leisure, or entertainment, Shopping or restaurants	Living with family/friends	Adults (ages 26-40)	Hispanic/Latino/Lat	Spanish (Español), English	18-24 years old	Prefer not to say
Youth	No	0-5 years	School	Renter	Teens (ages 13-19), Older Adults (ages 41-64)	Hispanic/Latino/Lat	Spanish (Español)	18-24 years old	Under \$30,000
Youth	No	0-5 years	School	Living with family/friends	Teens (ages 13-19), Older Adults (ages 41-64)	Black/African-American	English	18-24 years old	\$30,000-\$59,999
Youth	Yes	0-5 years	School	Renter	Children (Birth - 12), Teens (ages 13-19), Adults (ages 26-40)	Black/African-American	English	Under 18	Prefer not to say
Senior (Spanish-speaking)	No		School		Older Adults (ages 41-64)	Hispanic/Latino/Lat	Spanish (Español), English	65+ years old	Prefer not to say
Senior (Spanish-speaking)	Yes	More than 10 years	Visiting friends/family (or other community members)	Renter	Older Adults (ages 41-64)	Spanish (Español)	Spanish (Español)	65+ years old	Under \$30,000
Senior (Spanish-speaking)	Yes	6-10 years	Shopping or restaurants, Healthcare and other services	Renter		Hispanic/Latino/Lat	Spanish (Español), English	65+ years old	Under \$30,000
Senior (Spanish-speaking)	No	More than 10 years	Recreation, leisure, or entertainment	Other	Young Adults (ages 20-25)	Hispanic/Latino/Lat	Spanish (Español), English	65+ years old	\$30,000-\$59,999
Senior (Spanish-speaking)	Yes	More than 10 years	Work	Homeowner	Older Adults (ages 41-64)	Hispanic/Latino/Lat	Spanish (Español)	65+ years old	Under \$30,000
Senior (Spanish-speaking)	Yes	6-10 years	Recreation, leisure, or entertainment, Healthcare and other services, I do not regularly come to this area	Homeowner	Older Adults (ages 41-64)	Hispanic/Latino/Lat	Spanish (Español)	65+ years old	Under \$30,000
Senior (Spanish-speaking)	No		School, Recreation, leisure, or entertainment	Living with family/friends	Adults (ages 26-40), Seniors (ages 65+)	Hispanic/Latino/Lat	Spanish (Español)	65+ years old	Under \$30,000
Senior (Spanish-speaking)	No		I do not regularly come to this area	Renter		Hispanic/Latino/Lat	Spanish (Español)	65+ years old	Prefer not to say
Senior (Spanish-speaking)	No		I do not regularly come to this area	Renter	Seniors (ages 65+)	Hispanic/Latino/Lat	Spanish (Español)	65+ years old	Prefer not to say
Senior (Spanish-speaking)			I do not regularly come to this area	Renter		Hispanic/Latino/Lat	Spanish (Español)	65+ years old	
Senior (Spanish-speaking)	No		Recreation, leisure, or entertainment	Renter	Teens (ages 13-19)	Hispanic/Latino/Lat	Spanish (Español), English	65+ years old	Prefer not to say
Senior (Spanish-speaking)	Yes	0-5 years	Shopping or restaurants, Healthcare and other services	Renter		Hispanic/Latino/Lat	Spanish (Español)	65+ years old	Under \$30,000
Senior (Spanish-speaking)	Yes	More than 10 years	Recreation, leisure, or entertainment, Shopping or restaurants, Healthcare and other services	Renter	Older Adults (ages 41-64)	Hispanic/Latino/Lat	Other		\$120,000+
Senior (Spanish-speaking)	No			Renter		Hispanic/Latino/Lat	Spanish (Español), English	65+ years old	Under \$30,000
Senior (Spanish-speaking)	No		School	Renter	Seniors (ages 65+)	Hispanic/Latino/Lat	Spanish (Español)	65+ years old	Under \$30,000
Senior (Spanish-speaking)	No			Renter	Teens (ages 13-19), Older Adults (ages 41-64), Seniors (ages 65+)	Hispanic/Latino/Lat	Spanish (Español), English	65+ years old	

## Focus Group Exit Survey

*Thanks for joining us today!*



**1. Do you live in the Adams Morgan/U Street/Dupont Circle neighborhood?**

- ☐ Yes
- ☐ No

**2. If so, how long have you lived in the Adams Morgan/U Street/Dupont Circle neighborhood?**

- ☐ 0-5 years
- ☐ 6-10 years
- ☐ More than 10 years
- ☐ I used to live in the neighborhood

**3. What brings you to the Adams Morgan/U Street/Dupont Circle area?**

- ☐ Work
- ☐ Visiting friends/family (or other community members)
- ☐ School
- ☐ Recreation, leisure or entertainment
- ☐ Shopping or restaurants
- ☐ Childcare
- ☐ Healthcare and other services
- ☐ I do not regularly come to this area

**4. Which best describes your current housing situation?**

- ☐ Homeowner
- ☐ Renter
- ☐ Living with family/friends
- ☐ Unhoused
- ☐ Other

**5. Which of the following people live in your home?**

- ☐ Children (Birth-12)
- ☐ Teens (ages 13-19)
- ☐ Young Adults (ages 20-25)
- ☐ Adults (ages 26-40)
- ☐ Older Adults (ages 41-64)
- ☐ Seniors (ages 65+)

**6. How do you describe yourself?**

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black/African American
- ☐ Hispanic/Latino/Latina
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ White
- ☐ Multiracial
- ☐ Some other race/ethnicity
- ☐ Prefer not to answer

**7. What language(s) is spoken in your home?**

- ☐ Spanish (Español)
- ☐ English
- ☐ Amharic (አማርኛ)
- ☐ French (Français)
- ☐ Korean (한국어)
- ☐ Vietnamese (Tiếng Việt)
- ☐ Chinese (中文)
- ☐ Other

**8. What is your age?**

- ☐ Under 18
- ☐ 18 – 24 years old
- ☐ 25 – 34 years old
- ☐ 35 – 44 years old
- ☐ 45 - 64 years old
- ☐ 65+ years old
- ☐ Prefer not to answer

**9. What is your annual household income?**

- ☐ Under \$30,000
- ☐ \$30,000-\$59,999
- ☐ \$60,000-\$89,999
- ☐ \$90,000-\$119,999
- ☐ \$120,000+
- ☐ Prefer not to say

**What did you find most beneficial/useful from today's session?**

**Do you have any additional comments to share with the team?**

## 06 | Population Count Projections

### NEIGHBORHOOD CLUSTER 1 (KALORAMA HEIGHTS, ADAMS MORGAN, LANIER HEIGHTS)

#### Total Population Count Projections By Age Group/Year

Age	2020	2025	2030	2035
0-24	2815	3093	3046	3036
25-44	10699	11431	11831	11902
45-64	3984	4080	3930	3934
65+	2280	2592	2635	2606
Total	19778	21196	21442	21478

Source: <https://opendata.dc.gov/datasets/neighborhood-clusters/explore?location=38.907895%2C77.030446%2C13.8530>.

### NEIGHBORHOOD CLUSTER 6 (DUPONT CIRCLE, CONNECTICUT AVENUE/K STREET)

#### Total Population Count Projections By Age Group/Year

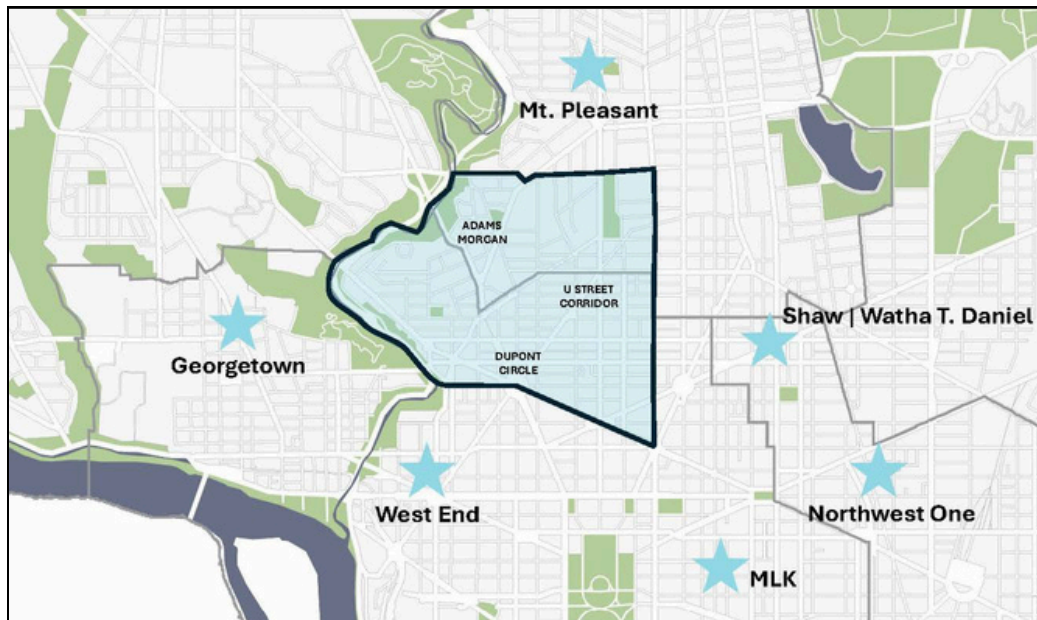
Age	2020	2025	2030	2035
0-24	3042	3466	3394	3417
25-44	12271	13019	13300	13414
45-64	3691	3743	3572	3570
65+	1989	2276	2321	2309
Total	20993	22504	22587	22710

Source: <https://opendata.dc.gov/datasets/neighborhood-clusters/explore?location=38.907895%2C77.030446%2C13.8530>.

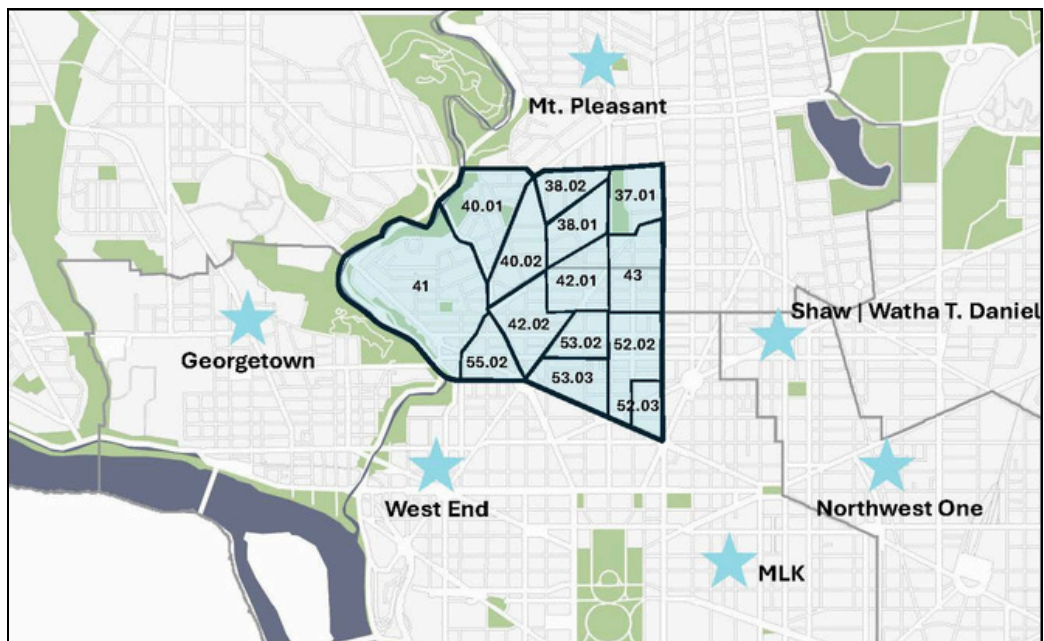


## 07 | Study Area Maps

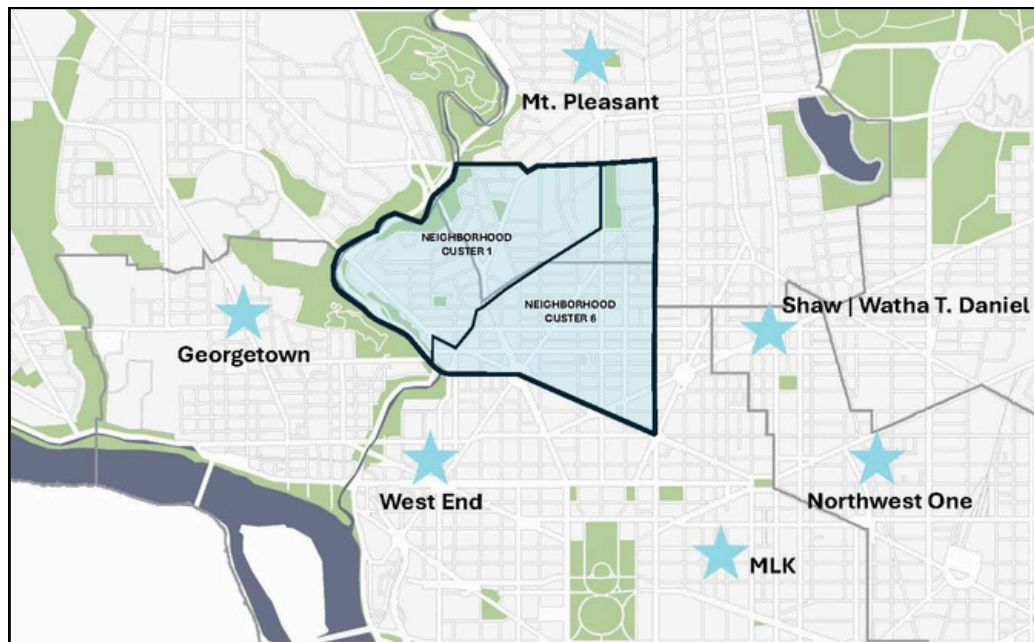
Study Area with Ward Lines

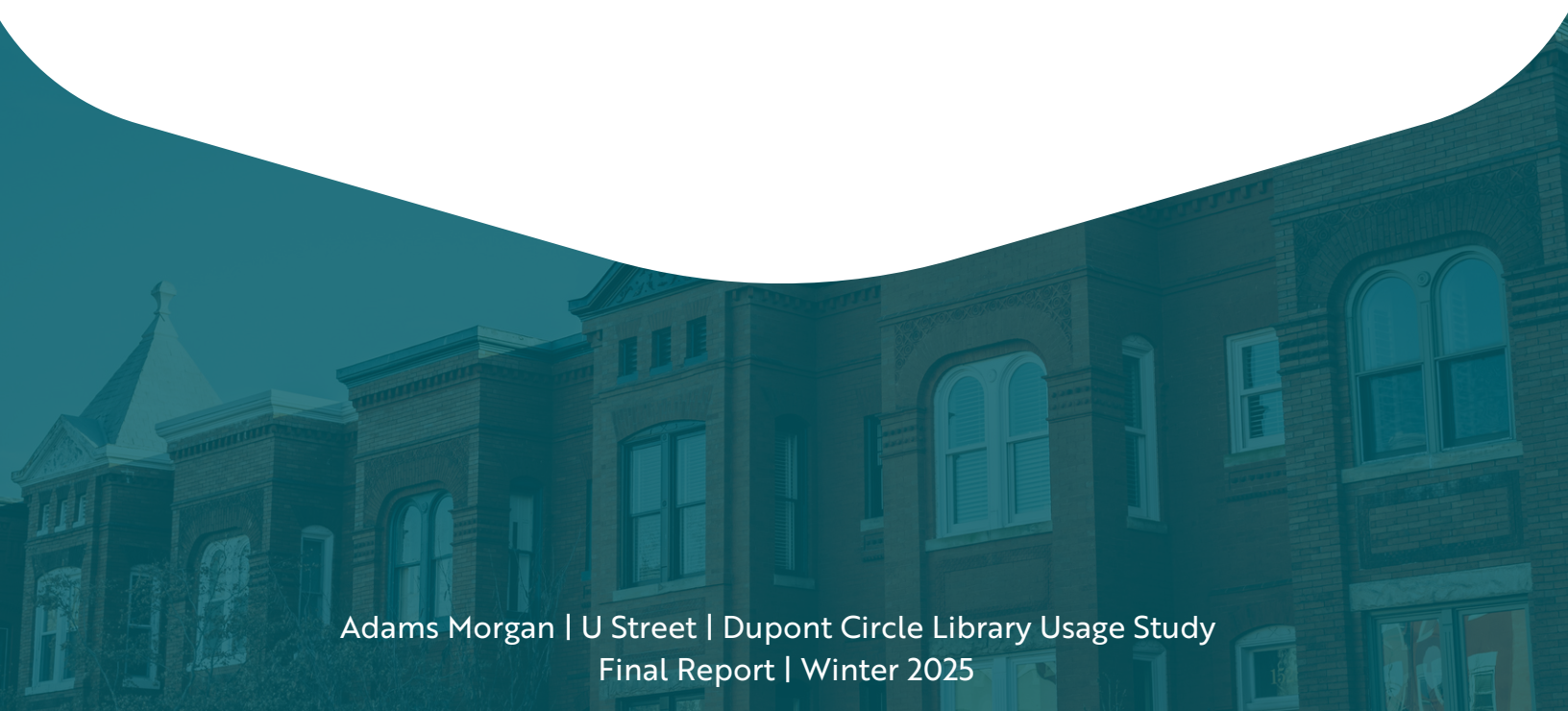


Study Area with Census Tract Lines



## Study Area with Neighborhood Cluster Lines





Adams Morgan | U Street | Dupont Circle Library Usage Study  
Final Report | Winter 2025