

LIBRARY SERVICES

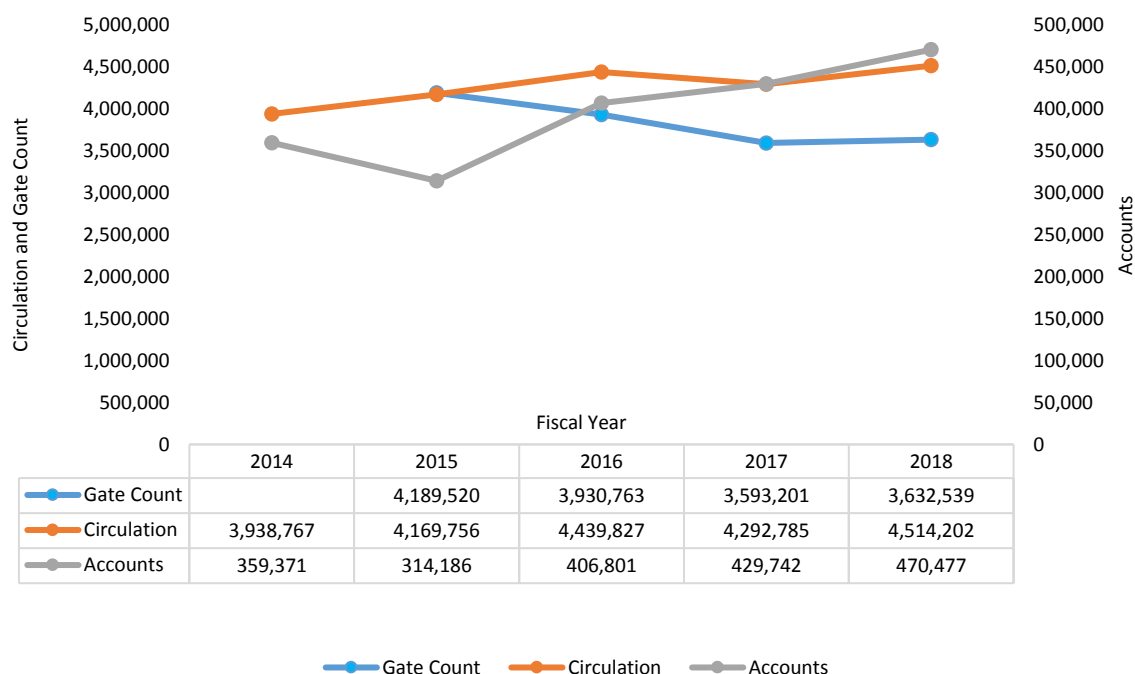
QUARTERLY PERFORMANCE REPORT

Q4 FY18

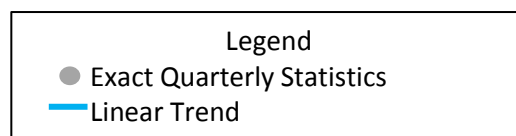
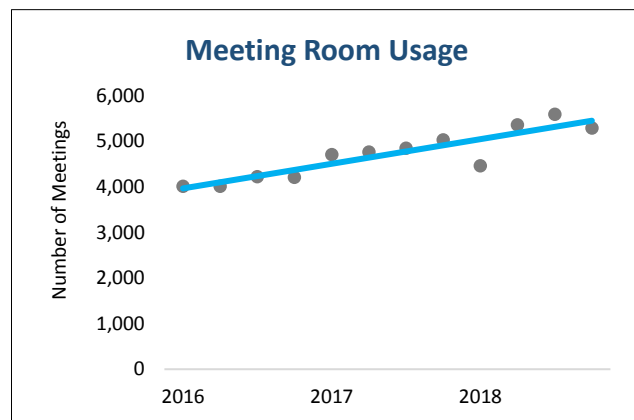
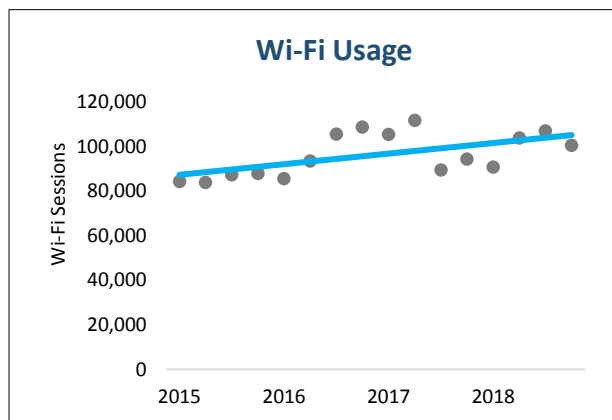
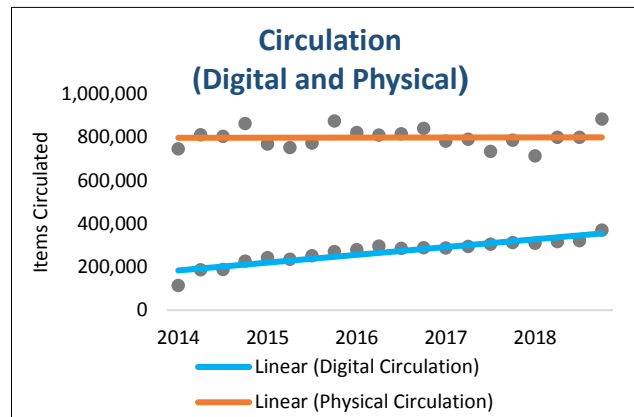
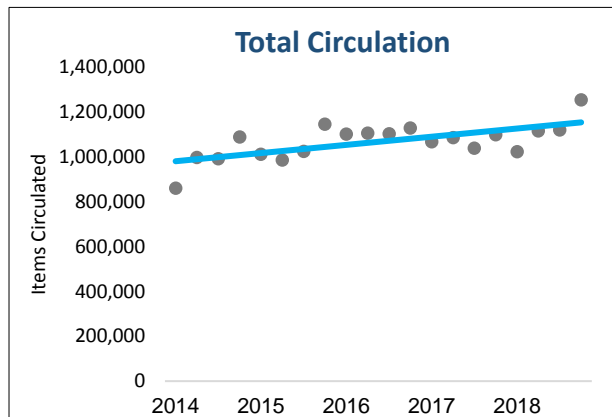
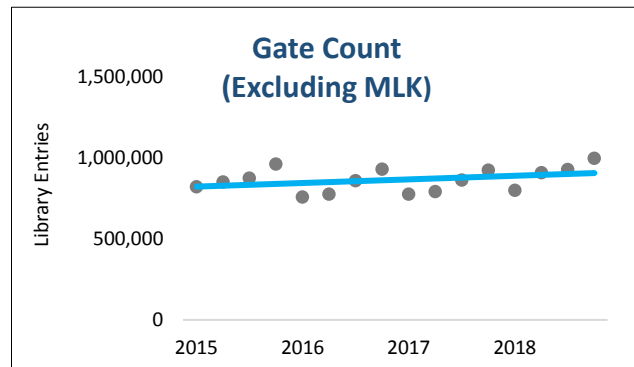
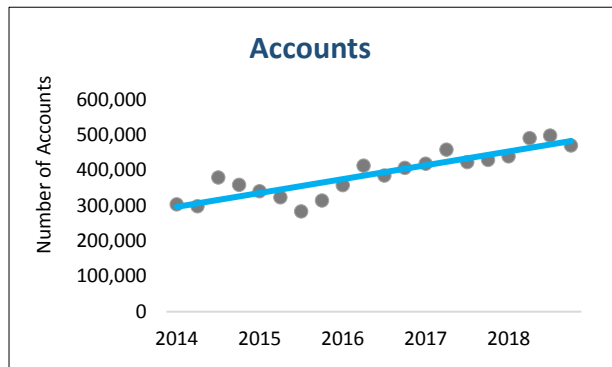
EXECUTIVE SUMMARY

- FY18 year-end performance totals show increased activity compared to year-end FY17 – and in some cases exceeding activity in FY16, before the closure of Martin Luther King Jr. Memorial Library in the Winter of 2017.
 - Circulation (both physical and digital) and wifi access totals have increased to their highest level.
 - FY18 gate count, outreach attendance, library accounts, database usage, computer sessions, adult desktop computer utilization, and meeting and study room use are all up compared to FY17.
 - With 997,120 visitors, Q4 had the highest number of visitors compared to quarters 1,2, and 3. In addition, with 351,272 visitors, the month of August 2018 had the highest number of visitors since August 2016.
- This quarter's report reflects a full quarter of activity for the Cleveland Park neighborhood library since it re-opened in mid-June, 2018. This quarter Cleveland Park circulated 99,215 physical items surpassing all other branches. Juvenile books were the most widely circulated at this branch.
- We believe gate count equipment is under-counting the number of visitors at Cleveland Park based on the very high levels of circulation, wifi access, and meeting and study room use compared to activity prior to construction. We are completing an internal review on gate count equipment at Cleveland Park and several other libraries.
- Q4 library programs with highest attendees included the Soul Tent event held at Benning on July 31st with 850 attendees, the 6th Annual Bellevue Back to School Bash held at Bellevue on August 8th with 2,000 attendees, the STAR Festival held at Deanwood on September 8th with 700 attendees, OCTO DC Connect held at Benning on September 29th with 458 attendees, and Art All Night at Tenley Friendship on September 29th with 1,111 attendees.
- DC Public Library facilitated 340 Summer Meals programs for a total of 4,823 persons. Branches with the highest attendance included Benning, Anacostia, and Bellevue with 1,066, 812, and 715 individuals respectively.

Key Performance Metrics by Fiscal Year



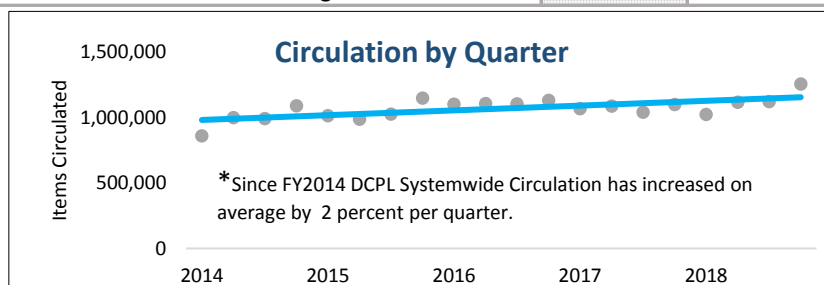
SUMMARY OF HISTORICAL TRENDS



CIRCULATION

Q4 FY18

Ward	Location	Q4 FY15	Q4 FY16	Q4 FY17	Physical Circ	Digital Library
1	Mt. Pleasant	59,442	59,536	65,070	72,041	41,861
Ward 1 Totals		59,442	59,536	65,070	72,041	41,861
2	MLK JR. Memorial Library/System-Wide Self Checkouts/Mobile App	239,794	247,799	137,507	426	11,155
2	Library Express/Center for Accessibility				8,836	5,149
2	Georgetown	44,593	42,970	43,999	43,600	28,206
2	West End	16,501	19,218	17,365	43,326	23,764
Ward 2 Totals		300,888	309,987	198,871	96,188	68,274
3	Chevy Chase	41,925	37,320	44,151	56,031	18,584
3	Cleveland Park	59,861	54,942	39,320	99,215	29,569
3	Palisades	26,789	22,297	6,026	35,330	9,043
3	Tenley-Friendship	64,644	64,394	70,111	75,079	30,741
Ward 3 Totals		193,219	178,953	159,608	265,655	87,937
4	Petworth	36,585	30,449	34,537	44,291	15,542
4	Shepherd Park (Juanita E. Thornton)	15,594	13,837	16,101	16,739	4,981
4	Takoma Park	20,342	17,567	20,380	24,822	10,977
Ward 4 Totals		72,521	61,853	71,018	85,852	31,500
5	Lamond-Riggs	13,417	14,189	11,977	16,600	6,925
5	Woodridge	15,091	11,784	43,769	52,291	12,123
Ward 5 Totals		28,508	25,973	55,746	68,891	19,048
6	Northeast	35,788	35,975	39,017	54,012	18,316
6	Northwest One	6,972	6,440	10,151	11,618	7,990
6	Rosedale	11,424	8,718	10,729	12,741	2,634
6	Shaw (Watha T. Daniel)	29,187	30,390	42,243	48,614	42,448
6	Southeast	33,030	35,003	39,297	48,039	23,723
6	Southwest	19,152	20,345	17,706	18,164	8,414
Ward 6 Totals		135,553	136,871	159,143	193,188	103,525
7	Benning (Dorothy I. Height)	18,524	14,679	18,907	15,563	1,670
7	Capitol View	10,174	8,349	1,082	11,014	869
7	Deanwood	6,816	4,269	7,845	8,463	927
7	Francis Gregory	10,649	10,380	9,298	14,455	5,093
Ward 7 Total		46,163	37,677	37,132	49,495	8,559
8	Anacostia	13,807	9,292	8,627	11,910	4,434
8	Bellevue (William O. Lockridge)	11,055	8,650	8,915	11,749	2,723
8	Parklands-Turner	14,596	11,733	11,842	10,728	2,782
Ward 8 Totals		39,458	29,675	29,384	34,387	9,939
Jail Library				9,573	17,870	
Libraries Subtotal		875,752	840,525	785,545	883,567	370,643
Digital Library		270,885	288,941	313,157	370,643	
DCPL Total		1,146,637	1,129,466	1,098,702	1,254,210	
Percent Change			-1.50%	-2.72%	14.15%	



Notes:

*Prior to FY18 Q1 circulation performed at self check machines was assigned to Martin Luther King Jr. Memorial Library/SystemWide Self Check. Between October - January FY18 these circulation transactions were assigned to the cardholder's home neighborhood branch. Beginning February FY18 self check circulation transactions are assigned to the physical branch that the transaction took place.

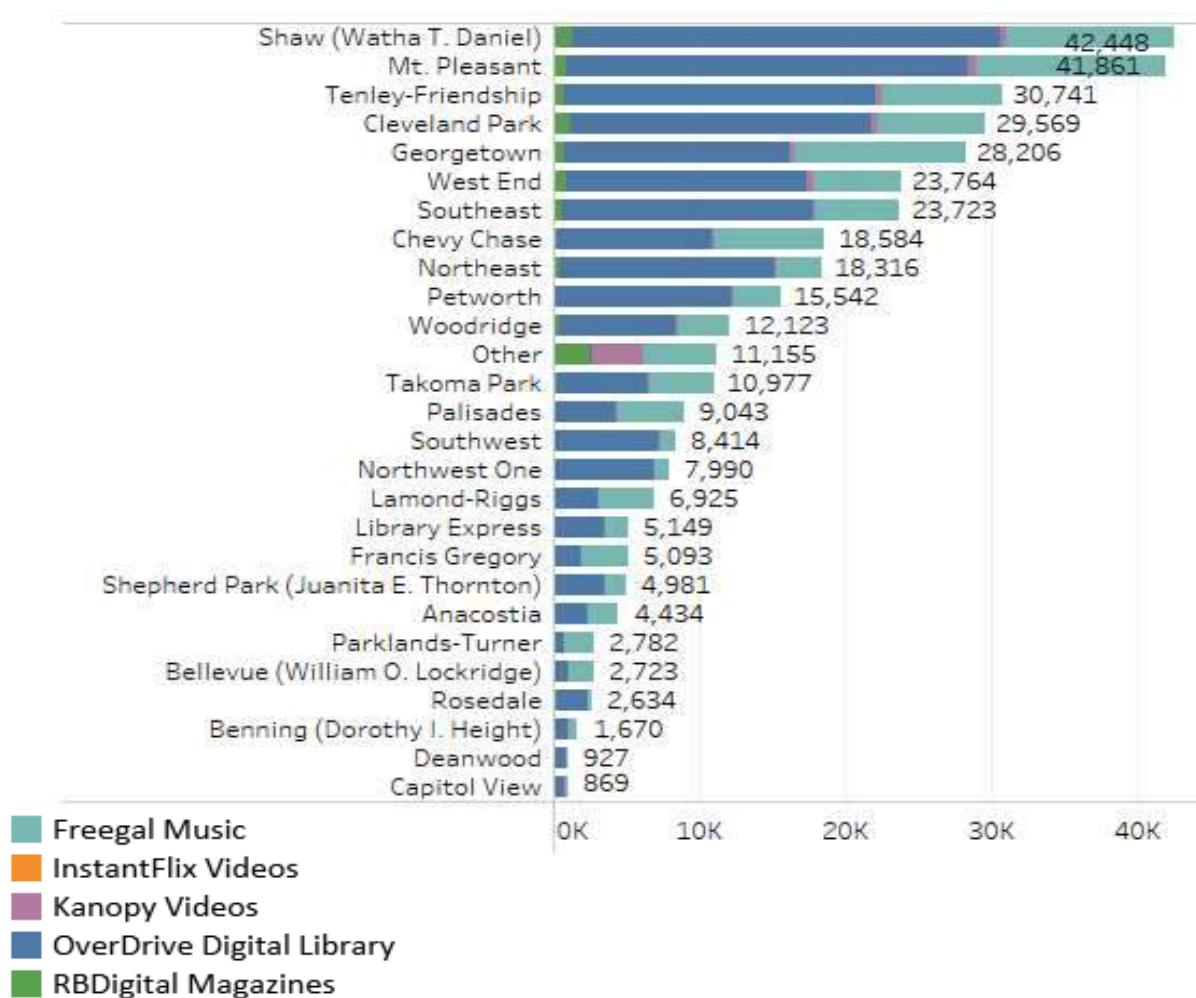
*Martin Luther King Jr. Memorial Library/SystemWide Self Check is attributed to circulation performed using the the mobile Boopsie application.

*Digital circulation that is not aligned with a User Library is listed as Martin Luther King Jr. Memorial Library/SystemWide Self Checkouts/Mobile in the Digital Column.

	Q1	Q2	Q3	Q4	Total
FY2014	860,350	997,758	992,029	1,088,630	3,938,767
FY2015	1,012,275	986,421	1,024,423	1,146,637	4,169,756
FY2016	1,101,415	1,106,005	1,102,941	1,129,466	4,439,827
FY2017	1,068,319	1,086,077	1,039,687	1,098,702	4,292,785
FY2018	1,023,328	1,115,873	1,120,791	1,254,210	4,514,202

CIRCULATION

Q4 FY18 Digital Circulation By Vendor and Branch



Database Usage

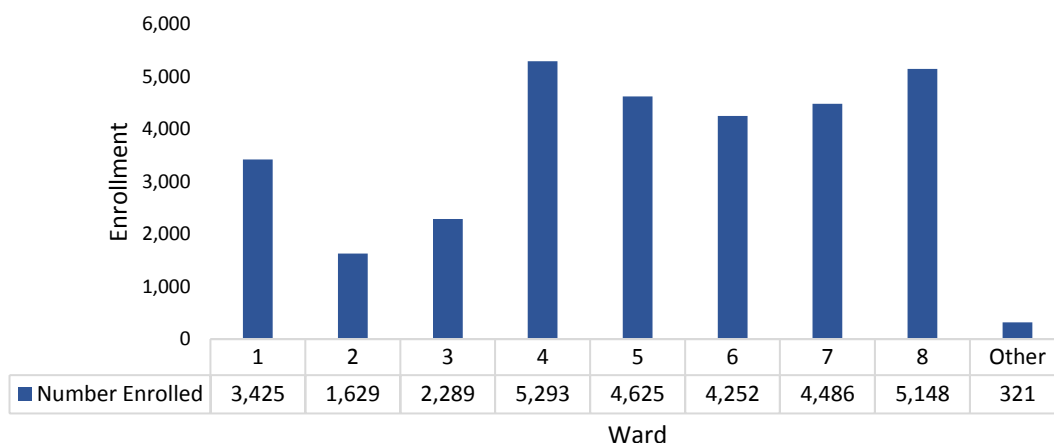
	Q1	Q2	Q3	Q4	Total
FY 2017	249,774	292,248	349,985	394,974	1,286,981
FY 2018	453,924	537,127	474,835	377,043	1,842,929

Top Titles - Q4 FY18

Fiction	Physical Circulation	Non-Fiction	Physical Circulation
<i>Little Fires Everywhere</i> By Celest Ng	368	<i>Born a Crime: Stories from a South African Childhood</i> Trevor Noah	278
<i>A Big Guy Took My Ball!</i> Mo Willems	294	<i>Hillbilly Elegy: A Memoir of a Family and Culture in Crisis</i>	236
<i>Sing, Unburied, Sing</i> Jesmyn Ward	290	<i>Between the World and Me</i> <i>Ta-Nehisi Coates</i>	194
<i>The Underground Railroad</i> Colson Whitehead	276	<i>Educated: A Memoir</i> Tara Westover	187
<i>Waiting is Not Easy!</i> Mo Willems	270	<i>Evicted: Poverty and Profit in the American</i> Mathew Desmond	175

EARLY LITERACY PROGRAMMING

Books from Birth Enrollment by Ward

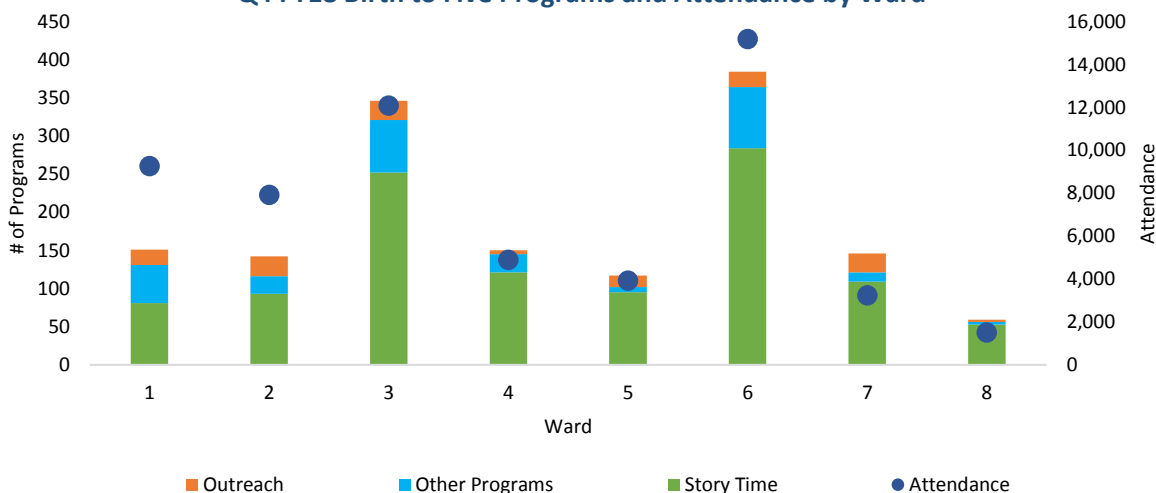


Books from Birth Enrollment by Quarter

	Q4 FY17	Q1 FY18	Q2 FY18	Q3 FY18	Q4 FY18
Eligible Children Citywide	41,955	41,955	41,955	41,955	41,955
Enrollment Citywide	25,741	27,708	28,834	30,161	31,468
% of Citywide Eligible Enrolled	61.35%	66.04%	68.73%	71.89%	75.00%
Graduated Citywide	4,416	5,326	6,198	6,790	8,037
Eligible Children in Target Areas	25,217	25,217	25,217	25,217	25,217
Enrollment in Target Areas	16,715	17,986	18,690	19,538	20,413
% Target Areas Enrolled	66.3%	71.3%	74.1%	77.5%	80.9%

*The number of eligible children citywide and in target areas is according to the 2012-2016 5 Year American Communities Survey and the DC Office of Planning.

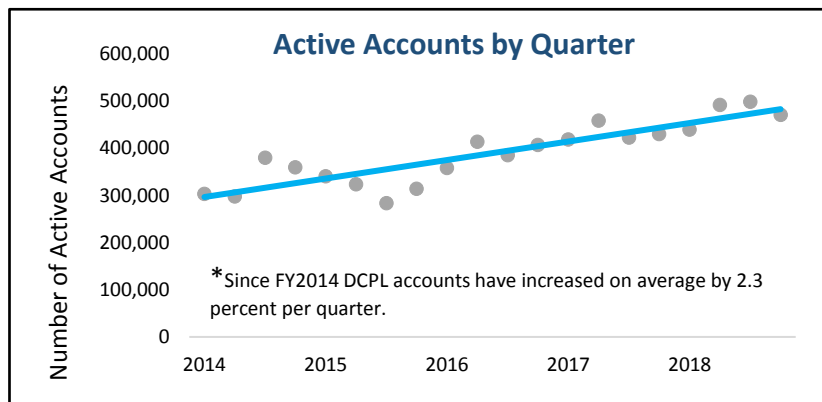
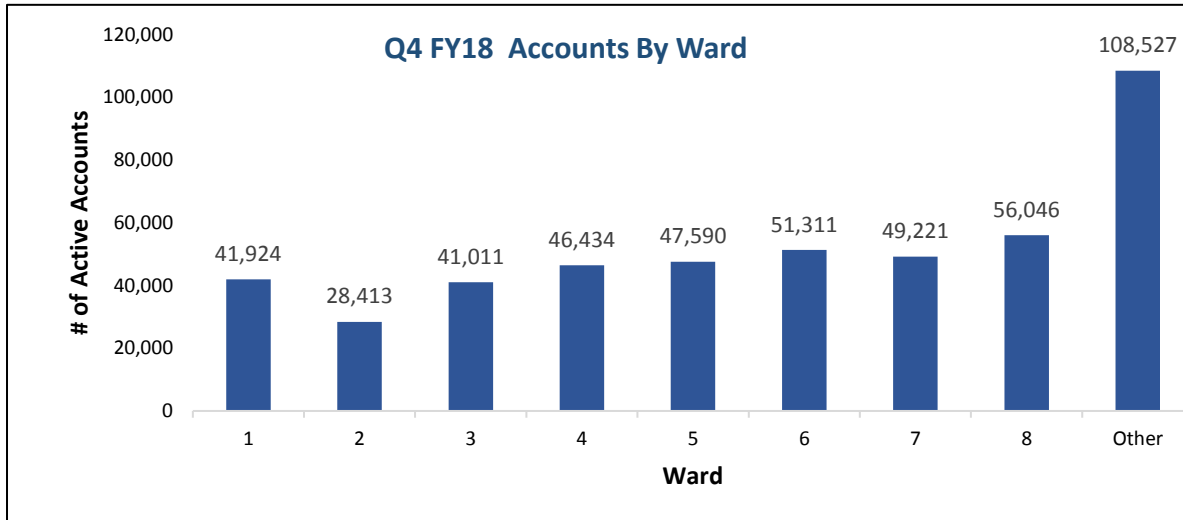
Q4 FY18 Birth to Five Programs and Attendance by Ward



Birth to Five Programs and Attendance

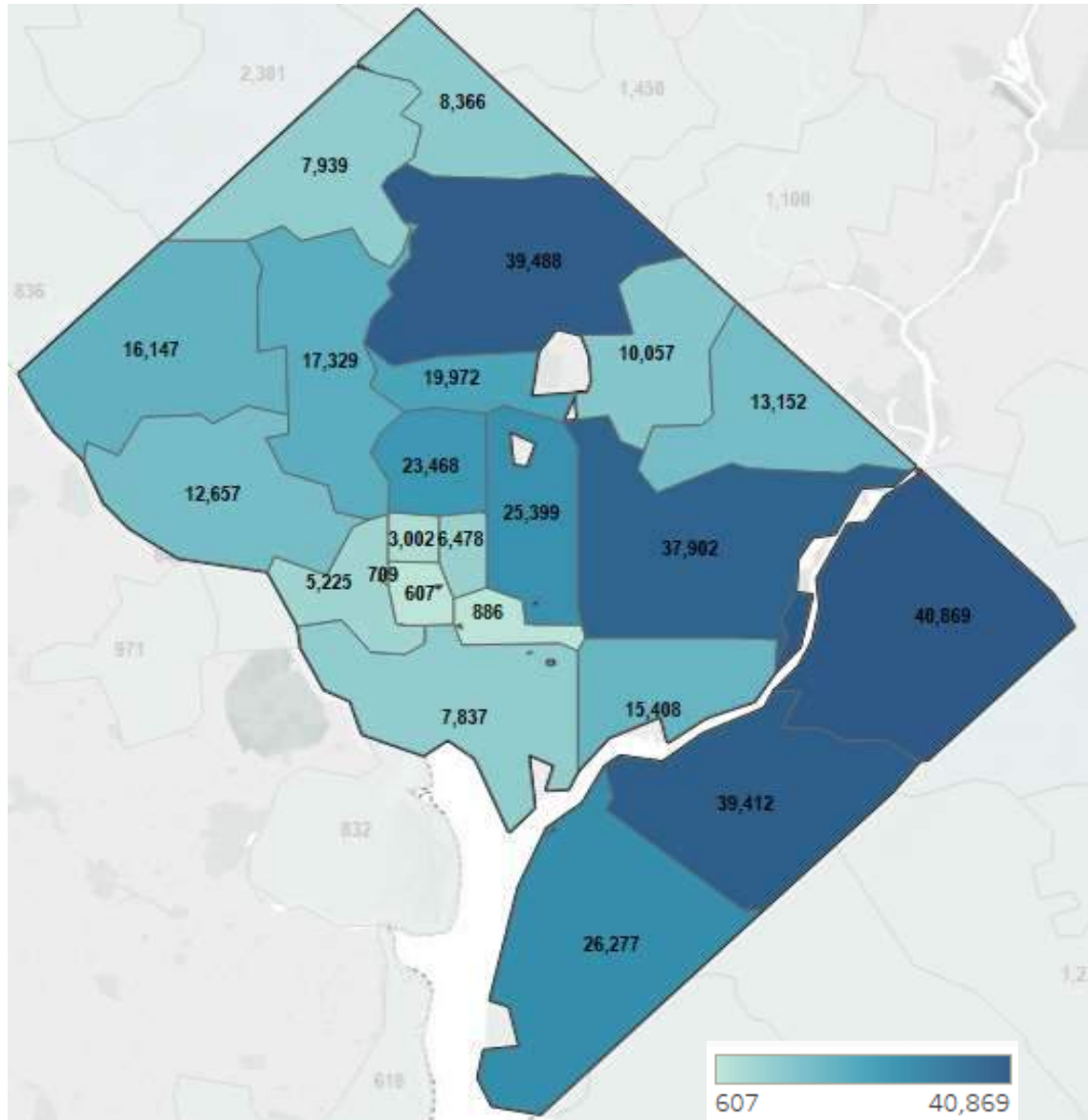
	Story Time Programs		Other Programs		Outreach		Total	
	Programs	Attendance	Programs	Attendance	Programs	Attendance	Programs	Attendance
Q4 FY2017	848	33,858	310	12,533	133	4,646	1,291	51,037
Q4 FY2018	1,088	40,878	268	12,200	139	4,917	1,495	57,995
% Change	28%	21%	-14%	-3%	5%	6%	15.80%	13.63%

ACTIVE ACCOUNTS



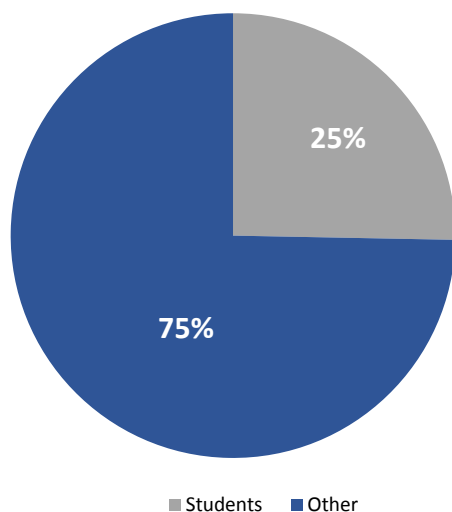
	Q1	Q2	Q3	Q4
FY2014	303,280	297,916	380,142	359,371
FY2015	340,389	323,628	283,407	314,186
FY2016	358,106	413,650	384,992	406,801
FY2017	418,598	458,368	422,946	429,742
FY2018	439,213	491,518	498,436	470,477

ACTIVE ACCOUNTS BY ZIP CODE



STUDENT ACCOUNTS

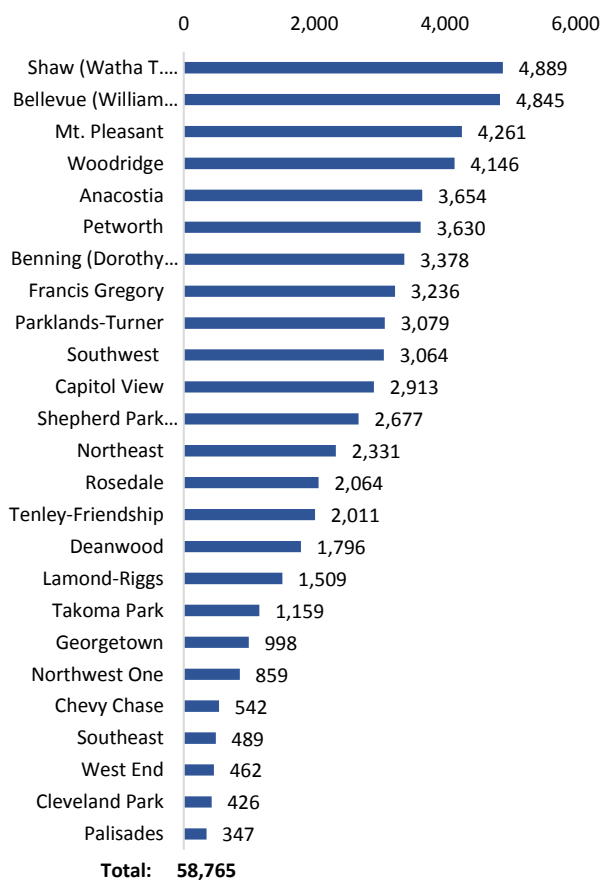
Student Accounts as a Percentage of Total



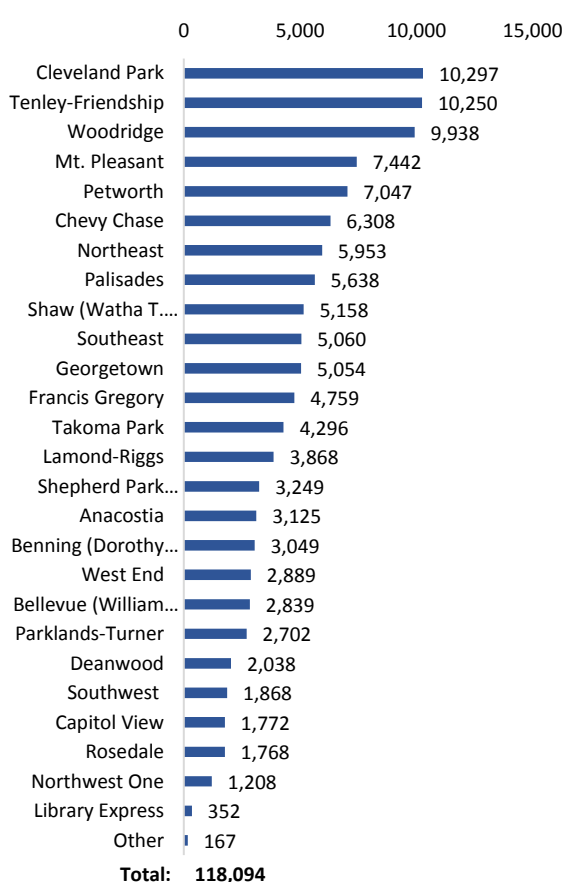
Student Accounts by Zip Code

Zip Code	Student Accounts
20019	18,382
20020	16,970
20011	14,713
20032	11,501
20002	10,251
Other	6,634
20001	5,134
20010	4,933
20018	4,909
20009	3,908
20016	3,635
20003	3,359
20017	3,340
20012	2,825
20008	2,270
20007	2,043
20015	1,880
20024	1,697
20005	668
Total	119,052

Q4 FY18 Student Computer Sessions

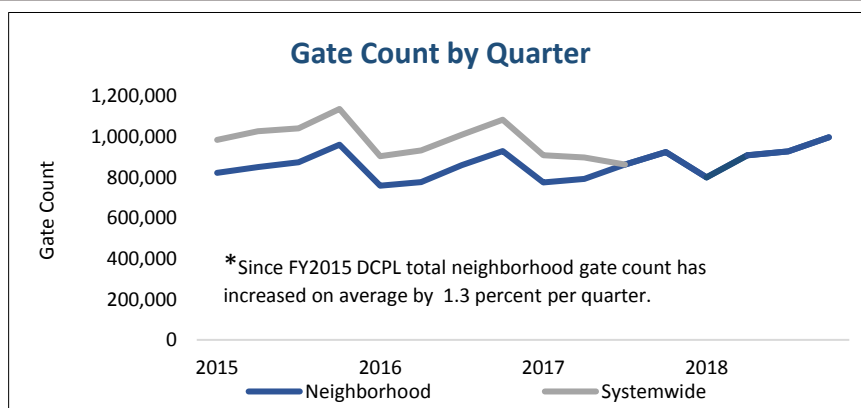


Q4 FY18 Student Circulation



GATE COUNT

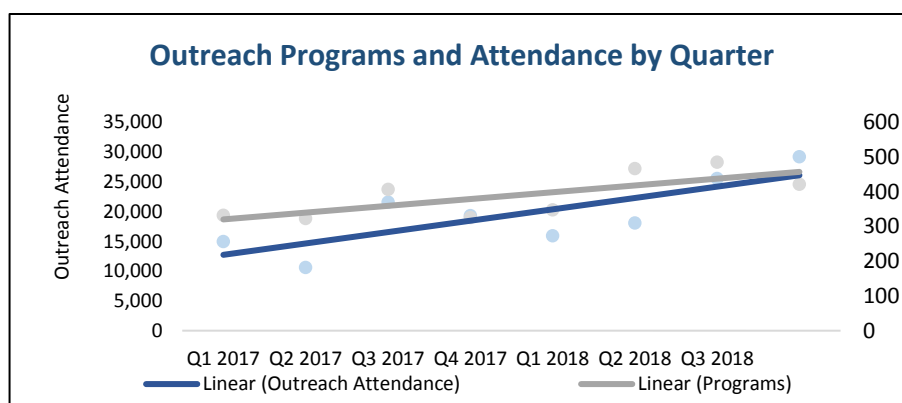
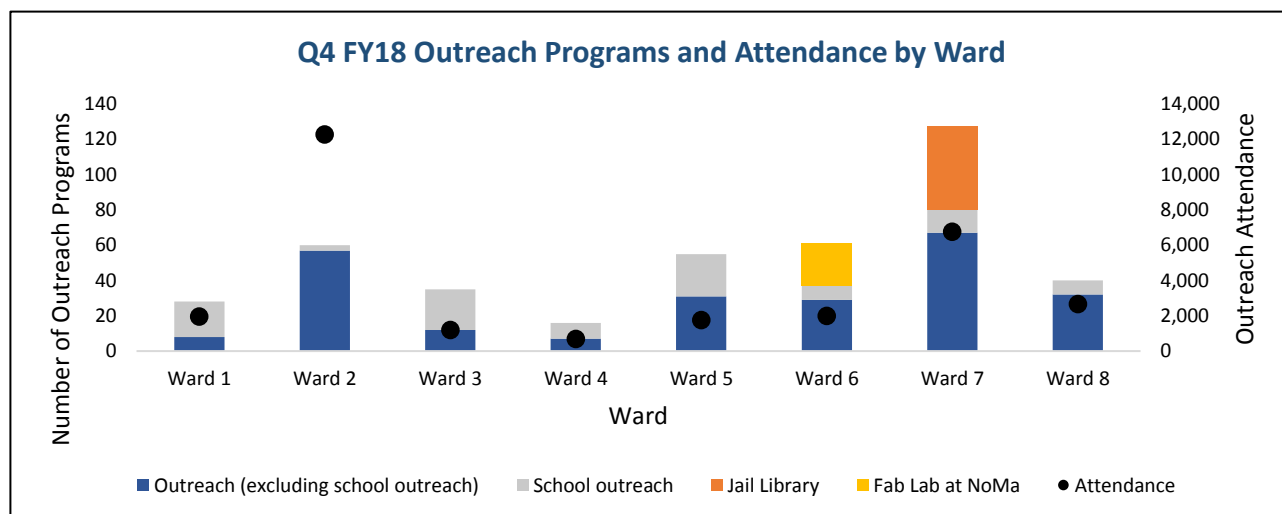
Ward	Location	Q4 FY15	Q4 FY16	Q4 FY17	Q4 FY18
1	Mt. Pleasant	63,343	62,587	65,223	64,238
Ward 1 Totals		63,343	62,587	65,223	64,238
2	Martin Luther King, Jr. Memorial Library	175,306	153,636	0	
2	Library Express			25,069	27,022
2	Georgetown	34,497	34,745	42,089	33,442
2	West End	22,953	21,170	25,390	50,020
Ward 2 Totals		232,756	209,551	92,548	110,484
3	Chevy Chase	37,729	36,271	41,970	37,534
3	Cleveland Park	69,907	82,824	19,205	44,467 *
3	Palisades	25,548	23,491	0	26,036
3	Tenley-Friendship	59,719	62,216	68,045	63,000
Ward 3 Totals		192,903	204,802	129,220	171,037
4	Petworth	45,611	44,011	44,920	44,274
4	Shepherd Park (Juanita E. Thornton)	22,035	21,761	24,868	28,686
4	Takoma Park	22,289	21,424	19,614	20,151
Ward 4 Totals		89,935	87,196	89,402	93,111
5	Lamond-Riggs	30,430	30,673	36,745	28,138
5	Woodridge	24,443	20,115	45,153	46,562
Ward 5 Totals		54,873	50,788	81,898	74,700
6	Northeast	37,042	34,159	35,909	42,063
6	Northwest One	27,889	25,454	29,641	26,255
6	Rosedale	30,050	27,346	28,100	28,691
6	Shaw (Watha T. Daniel)	59,401	58,573	68,458	70,625
6	Southeast	43,566	42,433	45,763	44,698
6	Southwest	27,814	28,782	26,144	25,454
Ward 6 Totals		225,762	216,747	234,015	237,786
7	Benning (Dorothy I. Height)	54,699	53,400	57,663	50,798
7	Capitol View	33,945	28,809	0	19,159
7	Deanwood	30,004	22,352	29,407	25,579
7	Francis Gregory	32,900	29,511	27,674	29,136
Ward 7 Totals		151,548	134,072	114,744	124,672
8	Anacostia	51,258	47,833	47,341	47,400
8	Bellevue (William O. Lockridge)	34,054	29,220	31,656	33,938
8	Parklands-Turner	40,023	40,733	38,114	39,754
Ward 8 Totals		125,335	117,786	117,111	121,092
DCPL total		1,136,455	1,083,529	924,161	997,120
Percent Change			-4.66%	-14.71%	7.89%



	Q1	Q2	Q3	Q4	Total
FY2015	984,658	1,027,300	1,041,107	1,136,455	4,189,520
FY2016	904,632	932,786	1,009,816	1,083,529	3,930,763
FY2017	908,627	897,774	862,639	924,161	3,593,201
FY2018	799,622	908,160	927,637	997,120	3,632,539

*Cleveland Park's FY18 Q4 gate count is under review. Changes will be made to the report pending the results of the review.

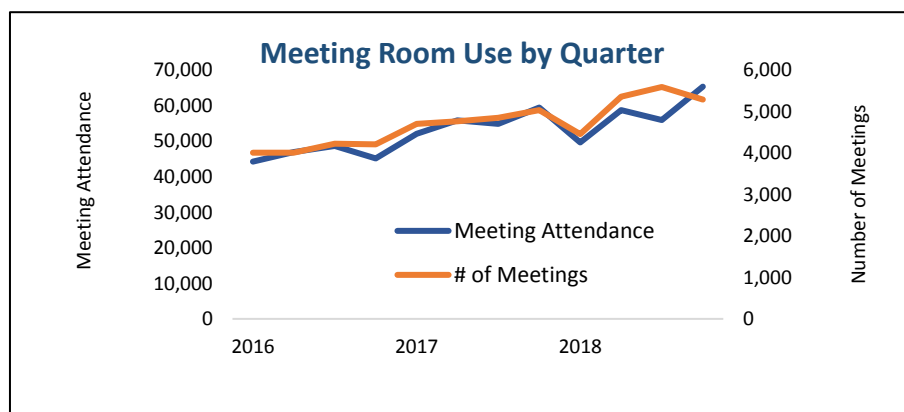
OUTREACH



Ward	Programs		Attendance	
	Q4 FY17	Q4 FY18	Q4 FY17	Q4 FY18
1	24	28	4,480	1,951
2	37	60	2,220	12,264
3	62	35	2,027	1,187
4	29	16	1,436	682
5	30	55	2,663	1,753
6	22	61	921	1,985
7	85	127	4,169	6,754
8	37	40	1,402	2,668
Other	0	0	0	0
Total	326	422	19,318	29,244
% Change		29.45%		51.38%

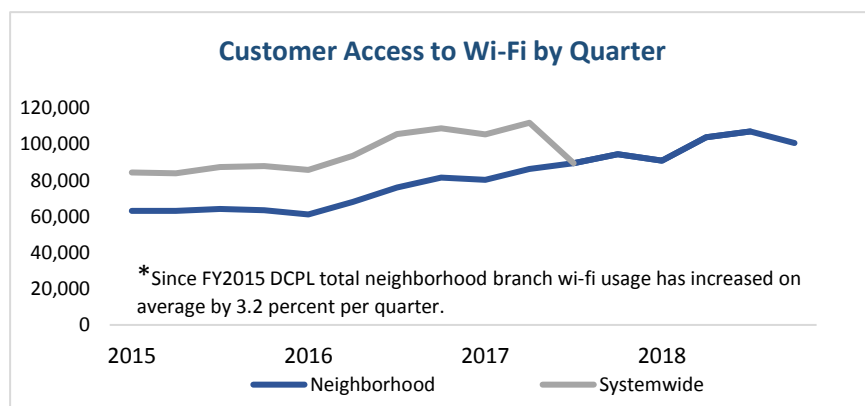
MEETING AND STUDY ROOM USE AND ATTENDANCE

Ward	Location	Meetings		Meeting Attendance		Study Sessions	
		Q4 FY17	Q4 FY18	Q4 FY17	Q4 FY18	Q4 FY17	Q4 FY18
1	Mt. Pleasant	526	448	6,309	5,949	636	762
Ward 1 Totals		526	448	6,309	5,949	636	762
2	MLK Jr. Memorial Library	0	0	0	0	0	0
2	Library Express	187	215	447	650	165	281
2	Georgetown	209	193	2,196	1,999	846	492
2	West End	0	178	0	1,080	0	822
Ward 2 Totals		396	586	2,643	3,729	1,011	1,595
3	Chevy Chase	80	113	516	303	0	0
3	Cleveland Park	0	460	0	10,345	0	1,327
3	Palisades	0	37	0	275	0	125
3	Tenley-Friendship	146	114	1,655	1,229	1,353	1,421
Ward 3 Totals		226	724	2,171	12,152	1,353	2,873
4	Petworth	386	247	5,802	1,166	512	352
4	Shepherd Park (Juanita E.	324	358	1,679	1,886	591	543
4	Takoma Park	114	43	412	191	0	0
Ward 4 Totals		824	648	7,893	3,243	1,103	895
5	Lamond-Riggs	471	322	3,693	2,452	178	145
5	Woodridge	126	227	5,131	7,396	434	629
Ward 5 Totals		597	549	8,824	9,848	612	774
6	Northeast	192	195	1,734	1,697	829	738
6	Northwest One	5	0	74	0	0	0
6	Rosedale	0	0	0	0	0	0
6	Shaw (Watha T. Daniel)	249	271	5,646	1,330	1,698	1,952
6	Southeast	99	82	2,100	2,445	0	0
6	Southwest	51	0	526	0	198	121
Ward 6 Totals		596	548	10,080	5,472	2,725	2,811
7	Benning (Dorothy I. Height)	622	556	7,595	7,405	1,439	1,113
7	Capitol View	0	36	0	486	0	371
7	Deanwood	0	0	0	0	0	0
7	Francis Gregory	456	308	1,500	2,040	587	412
Ward 7 Totals		1,078	900	9,095	9,931	2,026	1,896
8	Anacostia	518	586	8,256	8,739	571	524
8	Bellevue (William O. Lockridge)	272	301	4,185	6,295	236	283
8	Parklands-Turner	0	0	0	0	0	0
Ward 8 Totals		790	887	12,441	15,034	807	807
DCPL Total		5,033	5,290	59,456	65,358	10,273	12,413
Percent Change			5%		10%		21%



CUSTOMER ACCESS TO WI-FI

Ward	Location	Q4 FY15	Q4 FY16	Q4 FY17	Q4 FY18
1	Mt. Pleasant	4,832	6,090	6,801	6,130
Ward 1 Totals		4,832	6,090	6,801	6,130
2	Martin Luther King, Jr. Memorial Library	24,497	27,161		
2	Library Express			2,970	2,785
2	Georgetown	3,741	5,149	6,170	4,508
2	West End	715	900	1,037	9,146
Ward 2 Totals		28,953	33,210	10,177	16,439
3	Chevy Chase	1,711	2,625	3,533	2,817
3	Cleveland Park	1,695	1,819	1,699	7,925
3	Palisades	1,068	1,265	0	1,984
3	Tenley-Friendship	3,730	4,518	4,929	3,280
Ward 3 Totals		8,204	10,227	10,161	16,006
4	Petworth	4,583	6,775	6,760	5,762
4	Shepherd Park (Juanita E. Thornton)	1,362	1,984	2,397	2,481
4	Takoma Park	1,023	1,677	1,942	1,572
Ward 4 Totals		6,968	10,436	11,099	9,815
5	Lamond-Riggs	1,803	2,273	2,319	2,107
5	Woodridge	1,335	1,499	5,474	4,817
Ward 5 Totals		3,138	3,772	7,793	6,924
6	Northeast	2,603	3,741	4,547	3,677
6	Northwest One	1,751	1,803	1,977	1,467
6	Rosedale	1,444	1,756	1,961	1,998
6	Shaw (Watha T. Daniel)	4,993	7,546	8,891	8,020
6	Southeast	2,892	3,575	3,811	3,367
6	Southwest	1,554	2,025	2,657	2,095
Ward 6 Totals		15,237	20,446	23,844	20,624
7	Benning (Dorothy I. Height)	4,185	5,882	6,620	5,771
7	Capitol View	2,006	2,236		2,258
7	Deanwood	1,647	1,551	1,900	1,770
7	Francis Gregory	2,240	2,588	2,621	2,504
Ward 7 Totals		10,078	12,257	11,141	12,303
8	Anacostia	4,304	4,683	5,198	4,466
8	Bellevue (William O. Lockridge)	2,572	2,711	3,051	2,788
8	Parklands-Turner	3,630	4,867	5,172	5,078
Ward 8 Totals		10,506	12,261	13,421	12,332
DCPL Total		87,916	108,699	94,437	100,573
Percent Change			23.64%	-13.12%	6.50%

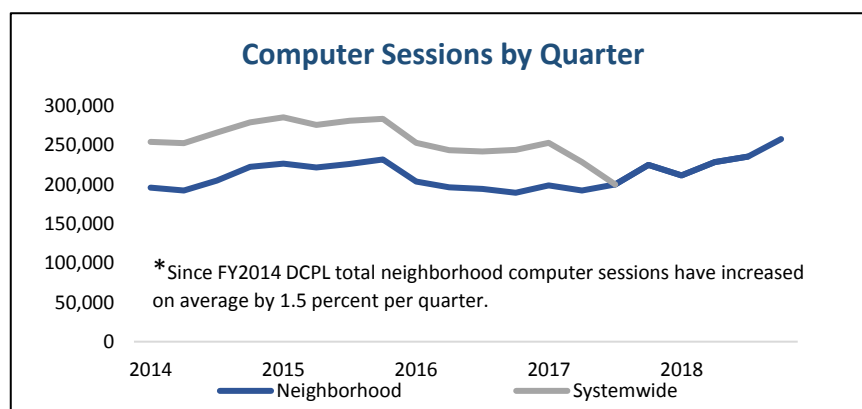


	Q1	Q2	Q3	Q4	Total
FY2015	84,388	83,871	87,306	87,916	343,481
FY2016	85,689	93,469	105,611	108,699	393,468
FY2017	105,473	111,816	89,442	94,437	401,168
FY2018	90,841	103,815	107,013	100,573	402,242

COMPUTER SESSIONS

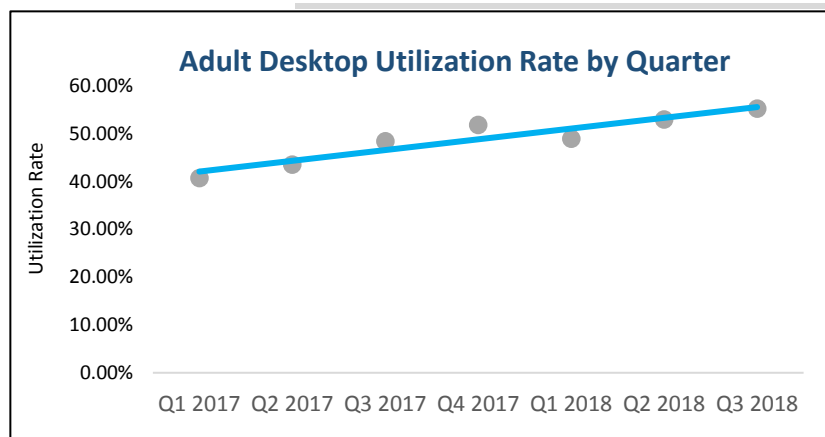
Adult Desktop
Utilization Rate

Ward	Location	Q4 FY15	Q4 FY16	Q4 FY17	Q4 FY18	Adult Desktop Utilization Rate
1	Mt. Pleasant	16,997	10,978	15,044	14,574	67%
Ward 1 Totals		16,997	10,978	15,044	14,574	67%
2	Martin Luther King, Jr. Memorial Library	51,491	54,655			
2	Library Express			6,217	6,189	49%
2	Georgetown	6,069	7,139	6,928	6,466	37%
2	West End	4,237	3,696	5,326	14,185	65%
Ward 2 Totals		61,797	65,490	18,471	26,840	51%
3	Chevy Chase	3,209	2,934	3,778	4,244	55%
3	Cleveland Park	3,462	3,651	1,938	5,086	
3	Palisades	2,082	1,494		1,290	
3	Tenley-Friendship	10,189	8,988	10,361	10,271	55%
Ward 3 Totals		18,942	17,067	16,077	20,891	28%
4	Petworth	13,198	12,455	11,759	12,996	53%
4	Shepherd Park (Juanita E. Thornton)	7,366	5,653	6,283	8,364	63%
4	Takoma Park	6,030	4,655	3,761	5,189	61%
Ward 4 Totals		26,594	22,763	21,803	26,549	59%
5	Lamond-Riggs	5,801	6,400	8,618	8,387	74%
5	Woodridge	9,787	6,050	14,255	15,441	68%
Ward 5 Totals		15,588	12,450	22,873	23,828	71%
6	Northeast	8,531	8,429	9,418	9,387	66%
6	Northwest One	9,307	6,507	10,313	10,682	68%
6	Rosedale	7,704	4,616	6,522	7,047	57%
6	Shaw (Watha T. Daniel)	17,216	14,535	18,443	20,132	80%
6	Southeast	6,604	4,725	9,501	8,705	76%
6	Southwest	5,901	6,037	7,945	8,050	69%
Ward 6 Totals		55,263	44,849	62,142	64,003	70%
7	Benning (Dorothy I. Height)	13,827	12,355	14,460	14,601	65%
7	Capitol View	9,890	6,854		8,549	32%
7	Deanwood	10,086	6,441	8,494	5,982	51%
7	Francis Gregory	11,852	10,112	9,062	10,523	42%
Ward 7 Totals		45,655	35,762	32,016	39,655	47%
8	Anacostia	16,164	11,481	12,590	13,784	63%
8	Bellevue (William O. Lockridge)	15,741	12,515	12,816	14,495	55%
8	Parklands-Turner	10,527	10,601	10,905	12,899	67%
Ward 8 Totals		42,432	34,597	36,311	41,178	62%
DCPL Total		283,268	243,956	224,737	257,518	55%
Percent Change			-13.88%	-7.88%	14.59%	



	Q1	Q2	Q3	Q4	Total
FY2014	253,923	252,263	265,843	278,594	1,050,623
FY2015	285,146	275,674	280,764	283,268	1,124,852
FY2016	252,545	243,426	241,568	243,956	981,495
FY2017	252,893	228,529	199,793	224,737	905,952
FY2018	211,392	228,155	235,243	257,518	932,308

COMPUTER UTILIZATION



	Q1	Q2	Q3	Q4	Total
FY2017	40.74%	43.56%	48.48%	51.87%	46.12%
FY2018	49.00%	53.00%	55.26%	55.26%	52.24%

ONLINE ENGAGEMENT

	Q1	Q2	Q3	Q4	FY18 Total
Impressions	1,548,473	2,084,548	2,697,833	2,521,015	8,851,869
Engagement	180,756	444,209	645,787	619,177	1,889,929
Engagement Rate	11.67%	21.31%	23.94%	24.56%	21.35%
New Website Visits (Sessions)	591,920	795,240	798,908	928,352	3,114,420
Overall Visits (Sessions)	965,583	1,221,840	1,216,719	1,392,335	4,796,477
New Visits as a % of overall visits	61.30%	65.09%	65.66%	66.68%	64.93%

BUSINESS SERVICES

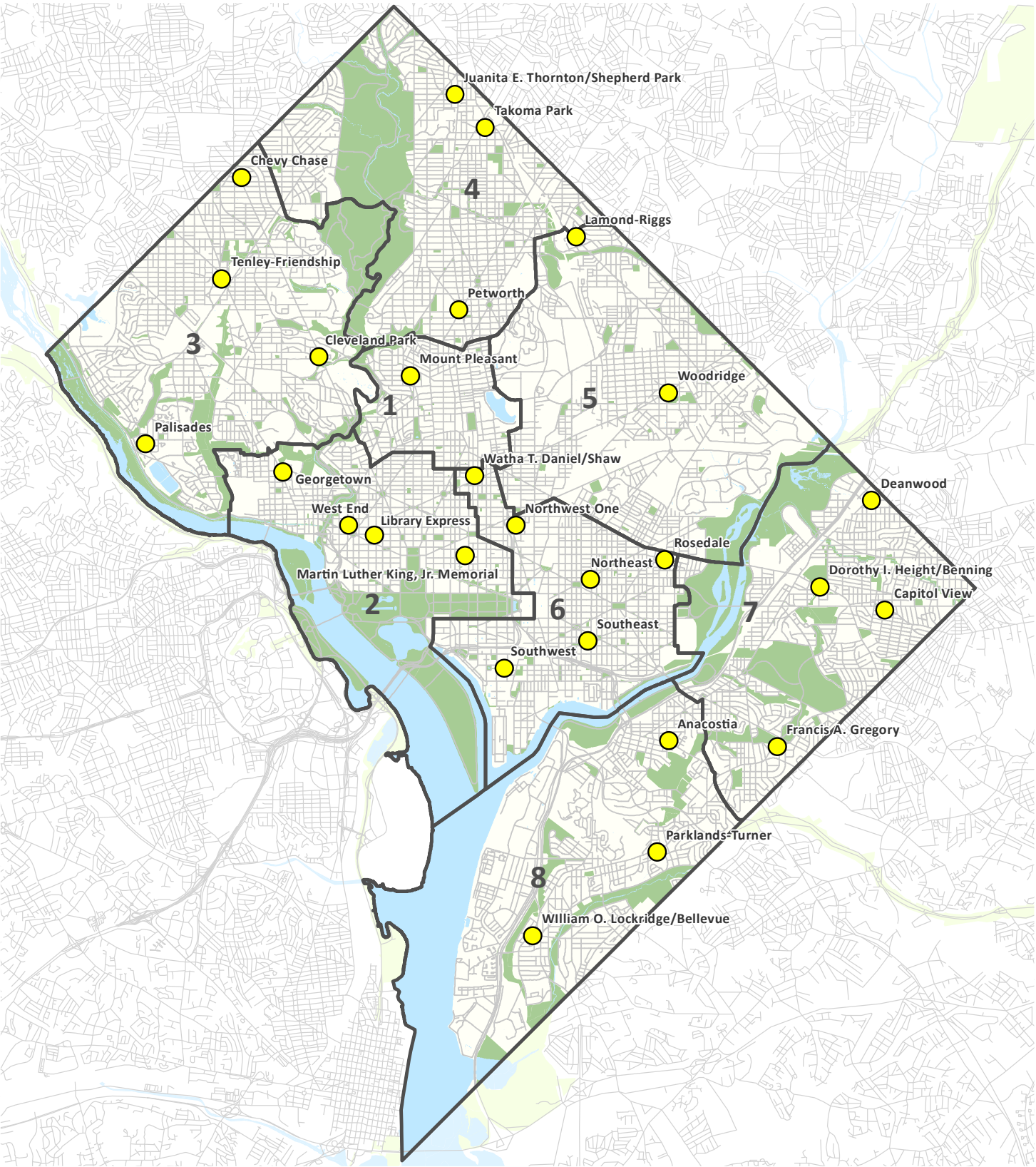
Hours of Unplanned Closure

Branch	Q1	Q2	Q3	Q4	FY18 Total
Anacostia	1.5		11.5	0.5	13.5
Capitol View	0.5	14			14.5
Cleveland Park	11.5				11.5
Deanwood (Co-located)	22.5	30.5	20.5	12	85.5
Dorothy I. Height/Benning	1	1		9.5	11.5
Georgetown				23	23
Northwest One (Co-located)	49.5	9.5	12	3	74
Palisades				4	4
Parklands-Turner		13.5	0.5	20	34
Petworth	23	2			25
Rosedale (Co-located)	1.5	2.5		4	8
Shepherd Park (Juanita E. Thornton)				12.5	12.5
Southeast			4		4
Tenley-Friendship			2	3	5
Takoma Park	122	1.5		1.5	125
Woodridge		3			3
Systemwide Closures		289			289
Total	233	366.5	50.5	93	743

Human Resources Data

	Q4 FY17	Q4 FY18	% Change	YTD FY17	YTD FY18	% Change
Vacancy Rate	7.0%	7.9%	12.86%			
# Staff of Extended Leave New	29	26	-10%	100	100	0%
# Staff on Extended Leave (Cont.)	21	46	119%			
Total Staff on Extended Leave	50	72	44%			

Map of DC Public Libraries by Ward



DCPL PERFORMANCE REPORT DATA GLOSSARY

Active Accounts by Ward and Zip Code – The number of user accounts with activity in the last three years. Accounts are sorted by ward and zip code 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.

Customer Access to Wi-Fi – The number of internet connections to the DCPL Wi-Fi network by 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.

Extended Leave – Categories of legally authorized extended absences other than annual or sick leave that may impact staffing levels and productivity including: Family Medical Leave, Paid Family Leave, American Disability Act and Workers’ Compensation.

Gate Count – Number of people entering library locations. Thermal imaging technology senses traffic travelling underneath the sensor. Devices are mounted at 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 the 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.

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.

Story Time Programs – Story time attendance is the count of the audience (children and adults) at formal story time programs intended for children birth to five years of age and their caregivers. This does not include other, non-story time programming for this age group (for example, baby movement or music programs).

Student Cardholders – 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.