

# LIBRARY SERVICES QUARTERLY PERFORMANCE REPORT

## FY2016 Q1

# Quarterly Library Services Performance Report

FY2016 – 1st Quarter

## Key Performance Indicators – FY15 Q1 - FY16 Q1

Key Performance Indicators	Q1 FY15	Q1 FY16	% Change Q1 FY15/ Q1 FY16	FY15 YTD	FY16 YTD	% Change FY15/FY16	% of FY16 Goal
Annual Circulation <sup>1</sup>	[Reported] 909,930	1,101,415	21.04%	909,930	1,101,415	21.04%	27.46%
	[Corrected] 1,012,275	1,101,415	8.81%	1,012,275	1,101,415	8.81%	27.46%
Digital Library (Subset of Annual Circ)	243,553	280,016	14.97%	243,553	280,016	14.97%	28.00%
Circ of children's materials <sup>1</sup> (Subset of Annual Circ)	[Reported] 257,289	379,691	47.57%	257,289	379,691	47.57%	29.21%
	[Corrected] 359,223	379,692	5.70%	359,223	379,692	5.70%	29.21%
Number of Card Holders	340,389	358,106	5.20%	340,389	358,106	5.20%	N/A
Library Website User Visits <sup>2</sup>	276,467	444,154	60.65%	276,467	444,154	60.65%	29.61%
Database Searches	229,593	286,106	24.61%	229,593	286,106	24.61%	28.61%
Library Sponsored Programs <sup>3</sup>	3,777	3,050	-19.25%	3,777	3,050	-19.25%	N/A
Program Attendance	70,748	70,712	-0.05%	70,748	70,712	-0.05%	22.08%
Storytime Attendance (Subset of Program Attendance)	41,411	42,661	3.02%	41,411	42,661	3.02%	22.36%
Community sponsored meetings <sup>4</sup>	6,039	4,011	-33.58%	6,039	4,011	-33.58%	15.67%
Attendance at community sponsored meetings <sup>4</sup>	84,964	44,287	-47.88%	84,964	44,287	-47.88%	17.03%
Children's Computer Use (Sessions)	26,612	25,063	-5.82%	26,612	25,063	-5.82%	23.10%
Teen & Adult Computer Use (Sessions)	258,534	227,482	-12.01%	258,534	227,482	-12.01%	21.33%

### Notes:

• At the beginning of each fiscal year, all DC government agencies are asked to develop a performance plan. The performance plan describes new initiatives that improve the quality of agency services and highlights metrics, called Key Performance Indicators (KPI), that meaningfully gauge agency progress against goals. Agency progress throughout the fiscal year can be monitored by the public by using [DC.gov/trackdc](http://DC.gov/trackdc). \*\*

• <sup>1</sup> Circulation & circ of children's materials - In FY15 Q1, circulation was miscalculated due to issues with the reporting system. A line item called "FY15 Reported" has been added to reflect both the reported and corrected statistic.

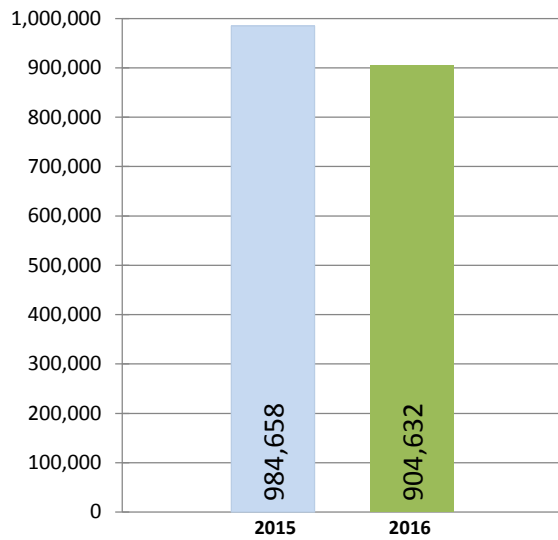
• <sup>2</sup> Library Website User Visits - In FY15 Q1, website visits were miscalculated due to issues with the reporting system.

• <sup>3</sup> Library Library Sponsored programs is not a KPI, as outlined in the annual performance plan.

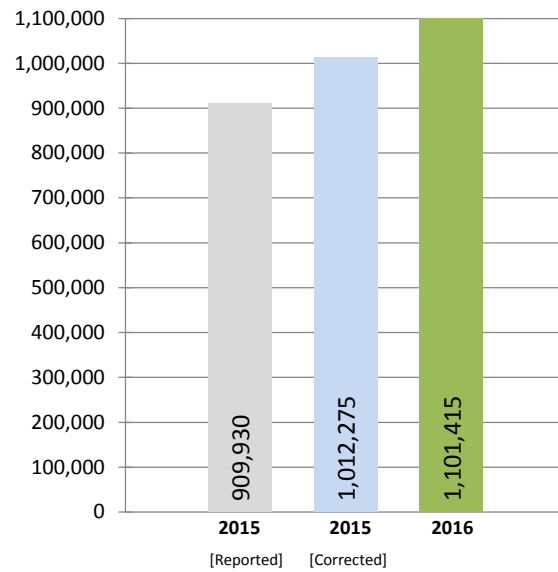
• <sup>4</sup> Community sponsored meetings and attendance - A new reporting system was implemented and now reflects actual attendance rather than predicted attendance.

## FY15 Q1 vs FY16 Q1

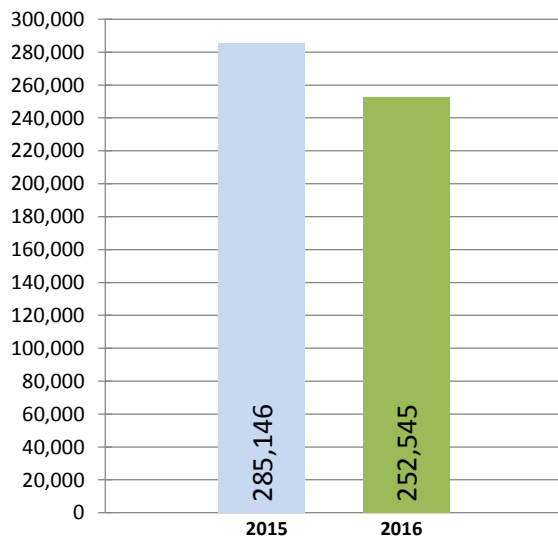
### Gate



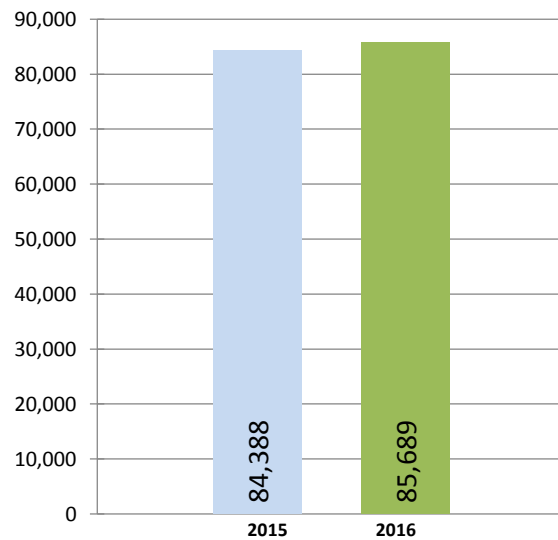
### Circulation



### Computer Use



### Wi-Fi Use



# Gate Count

Locations	Q1 FY15	Q1 FY16	Variance	% Change
<b>MLK JR. MEMORIAL LIBRARY</b>	<b>162,550</b>	<b>145,689</b>	<b>-16,861</b>	<b>-10.37%</b>
ANACOSTIA	44,447	40,668	-3,779	-8.50%
BELLEVUE (William O. Lockridge)	25,649	24,865	-784	-3.06%
BENNING (Dorothy I. Height)	49,329	45,164	-4,165	-8.44%
CAPITOL VIEW	23,813	22,081	-1,732	-7.27%
CHEVY CHASE	27,751	14,812	-12,939	-46.63%
CLEVELAND PARK	59,067	45,835	-13,232	-22.40%
DEANWOOD	24,299	20,407	-3,892	-16.02%
FRANCIS A. GREGORY	27,424	26,790	-634	-2.31%
GEORGETOWN	32,579	30,714	-1,865	-5.72%
LAMOND-RIGGS	24,125	25,515	1,390	5.76%
MT. PLEASANT	59,251	59,032	-219	-0.37%
NORTHEAST	29,922	28,747	-1,175	-3.93%
NORTHWEST ONE	22,599	19,696	-2,903	-12.85%
PALISADES	24,610	23,130	-1,480	-6.01%
PARKLANDS-TURNER	35,512	34,593	-919	-2.59%
PETWORTH	38,890	40,151	1,261	3.24%
ROSEDALE	22,763	20,229	-2,534	-11.13%
SHAW (Watha T. Daniel)	50,880	48,730	-2,150	-4.23%
SHEPHERD PARK (Juanita E. Thornton)	21,784	9,614	-12,170	-55.87%
SOUTHEAST	36,363	34,938	-1,425	-3.92%
SOUTHWEST	25,231	23,748	-1,483	-5.88%
TAKOMA PARK	21,473	21,125	-348	-1.62%
TENLEY-FRIENDSHIP	54,800	56,473	1,673	3.05%
WEST END	22,078	23,023	945	4.28%
WOODRIDGE	17,469	18,863	1,394	7.98%
<b>NEIGHBORHOOD LIBRARIES TOTAL</b>	<b>822,108</b>	<b>758,943</b>	<b>-63,165</b>	<b>-7.68%</b>
<b>DCPL TOTAL</b>	<b>984,658</b>	<b>904,632</b>	<b>-80,026</b>	<b>-8.13%</b>

**Notes:**

- Chevy Chase Library closed for a makeover on Saturday, November 7
- Shepherd Park Library closed for a makeover on Saturday, November 7

## Circulation Statistics

Locations	Q1 FY16	Q2 FY16	Q3 FY16	Q4 FY16	YTD Total
<b>MLK JR. MEMORIAL LIBRARY</b>	<b>228,465</b>				<b>228,465</b>
ANACOSTIA	12,052				12,052
William O. Lockridge/BELLEVUE	9,639				9,639
Dorothy I. Height/BENNING	17,994				17,994
CAPITOL VIEW	16,477				16,477
CHEVY CHASE	21,535				21,535
CLEVELAND PARK	55,309				55,309
DEANWOOD	5,901				5,901
FRANCIS A. GREGORY	9,489				9,489
GEORGETOWN	42,850				42,850
LAMOND-RIGGS	12,584				12,584
MT. PLEASANT	61,106				61,106
NORTHEAST	32,774				32,774
NORTHWEST ONE	6,152				6,152
PALISADES	22,995				22,995
PARKLANDS-TURNER	14,577				14,577
PETWORTH	36,185				36,185
ROSEDALE	9,862				9,862
Watha T. Daniel/SHAW	28,643				28,643
Juanita E. Thornton/SHEPHERD PARK	8,043				8,043
SOUTHEAST	33,576				33,576
SOUTHWEST	19,272				19,272
TAKOMA PARK	20,928				20,928
TENLEY-FRIENDSHIP	65,898				65,898
WEST END INTERIM	16,176				16,176
WOODRIDGE INTERIM	12,917				12,917
<b>NEIGHBORHOOD LIBRARIES TOTAL</b>	<b>592,934</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>592,934</b>
<b>DIGITAL LIBRARY</b>	<b>280,016</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>280,016</b>
<b>DCPL TOTAL</b>	<b>1,101,415</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,101,415</b>

### Notes:

- Chevy Chase Library closed for a makeover on Saturday, November 7
- Shepherd Park Library closed for a makeover on Saturday, November 7

	Q1	Q2	Q3	Q4	Total
<b>FY15 Reported</b>	909,930				<b>909,930</b>
<b>FY16</b>	1,101,415				<b>1,101,415</b>
<b>% Chg from Prior Year</b>	<b>21.04%</b>				<b>21.04%</b>

	Q1	Q2	Q3	Q4	Total
<b>FY15 Corrected</b>	1,012,275				<b>1,012,275</b>
<b>FY16</b>	1,101,415				<b>1,101,415</b>
<b>% Chg from Prior Year</b>	<b>8.81%</b>				<b>8.81%</b>

## Technology Based Services

Quarterly Statistics

Variance	Q1 FY15	Q1 FY16	Variance %
Digital Library	243,553	280,016	14.97%
E -Books Downloaded (Subset of Digital Library)	84,120	104,597	24.34%
Downloadable Media: Audio/Music/Video/Magazines (Subset of Digital Library)	159,433	175,419	10.03%
Database Searches (In-House & Remote)	229,593	286,106	24.61%
Public Computer Use	285,146	252,545	-11.43%
Computer Classes	592	415	-29.90%
Library Web Site User Visits <sup>2</sup>	276,467	444,154	60.65%

Year to Date Statistics

YTD FY15	YTD FY16	% Chg from Prior Year
243,553	280,016	14.97%
84,120	104,597	24.34%
159,433	175,419	10.03%
229,593	286,106	24.61%
285,146	252,545	-11.43%
592	415	-29.90%
276,467	444,154	60.65%

**Notes:**

# Customer Access to Wifi

Users are increasingly accessing DCPL's WiFi network for a fast, reliable way to connect to the Internet. Many devices such as smartphones and tablets support auto-authentication, making it an automatic and convenient for library customers to connect to the network. This statistic is generated based on device connections per month to DCPL wi-fi access points.

Locations	Q1 FY16	Q2 FY16	Q3 FY16	Q4 FY16	YTD Total
<b>MLK JR. MEMORIAL LIBRARY</b>	<b>24,586</b>				<b>24,586</b>
ANACOSTIA	3,801				3,801
William O. Lockridge/BELLEVUE	2,366				2,366
Dorothy I. Height/BENNING	4,637				4,637
CAPITOL VIEW	1,756				1,756
CHEVY CHASE	880				880
CLEVELAND PARK	1,560				1,560
DEANWOOD	1,307				1,307
FRANCIS A. GREGORY	2,099				2,099
GEORGETOWN	4,100				4,100
LAMOND-RIGGS	1,728				1,728
MT. PLEASANT	5,091				5,091
NORTHEAST	2,265				2,265
NORTHWEST ONE	1,604				1,604
PALISADES	1,099				1,099
PARKLANDS-TURNER	3,868				3,868
PETWORTH	5,036				5,036
ROSEDALE	1,220				1,220
Watha T. Daniel/SHAW	5,274				5,274
Juanita E. Thornton/SHEPHERD PARK	611				611
SOUTHEAST	2,398				2,398
SOUTHWEST	1,471				1,471
TAKOMA PARK	1,080				1,080
TENLEY-FRIENDSHIP	3,738				3,738
WEST END INTERIM	748				748
WOODRIDGE INTERIM	1,366				1,366
<b>NEIGHBORHOOD LIBRARIES TOTAL</b>	<b>61,103</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>61,103</b>
<b>DCPL TOTAL</b>	<b>85,689</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>85,689</b>

## Notes:

- Chevy Chase Library closed for a makeover on Saturday, November 7
- Shepherd Park Library closed for a makeover on Saturday, November 7

	Q1	Q2	Q3	Q4	Total
FY15	84,388				84,388
FY16	85,689				85,689
% Chg from Prior Year	1.54%				1.54%



## Public Computer Use (# of Sessions)

Locations	Q1 FY16	Q2 FY16	Q3 FY16	Q4 FY16	YTD Total
<b>MLK JR. MEMORIAL LIBRARY</b>	<b>49,105</b>				<b>49,105</b>
ANACOSTIA	14,850				14,850
William O. Lockridge/BELLEVUE	14,625				14,625
Dorothy I. Height/BENNING	12,231				12,231
CAPITOL VIEW	8,176				8,176
CHEVY CHASE	1,321				1,321
CLEVELAND PARK	3,291				3,291
DEANWOOD	7,921				7,921
FRANCIS A. GREGORY	11,225				11,225
GEORGETOWN	5,707				5,707
LAMOND-RIGGS	5,234				5,234
MT. PLEASANT	13,601				13,601
NORTHEAST	8,170				8,170
NORTHWEST ONE	8,469				8,469
PALISADES	1,432				1,432
PARKLANDS-TURNER	8,168				8,168
PETWORTH	12,111				12,111
ROSEDALE	6,303				6,303
Watha T. Daniel/SHAW	15,409				15,409
Juanita E. Thornton/SHEPHERD PARK	2,111				2,111
SOUTHEAST	4,778				4,778
SOUTHWEST	5,528				5,528
TAKOMA PARK	6,816				6,816
TENLEY-FRIENDSHIP	10,794				10,794
WEST END INTERIM	5,421				5,421
WOODRIDGE INTERIM	9,748				9,748
<b>NEIGHBORHOOD LIBRARIES TOTAL</b>	<b>203,440</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>203,440</b>
<b>DCPL TOTAL</b>	<b>252,545</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>252,545</b>

### Notes:

- Chevy Chase Library closed for a makeover on Saturday, November 7
- Shepherd Park Library closed for a makeover on Saturday, November 7

	Q1	Q2	Q3	Q4	Total
<b>FY15</b>	285,146				<b>285,146</b>
<b>FY16</b>	252,545				<b>252,545</b>
<b>% Chg from Prior Year</b>	<b>-11.43%</b>				<b>-11.43%</b>



## Storytime Statistics by Ward

Q1 FY16 Storytime Statistics				
Ward	Location	Story Time Programs	Story Time Attendance	Average Attendance/Storytime
1	MT. PLEASANT	55	4,789	87
Ward 1 Total		55	4,789	87
2	GEORGETOWN	49	2,180	44
2	WEST END INTERIM	38	1,109	29
Ward 2 Total		87	3,289	38
3	CHEVY CHASE	37	1,074	29
3	CLEVELAND PARK	117	4,959	42
3	PALISADES	44	2,620	60
3	TENLEY-FRIENDSHIP	70	2,798	40
Ward 3 Total		268	11,451	43
4	PETWORTH	77	2,872	37
4	Juanita E. Thornton/SHEPHERD PARK	11	355	32
4	TAKOMA PARK	29	1,117	39
Ward 4 Total		117	4,344	37
5	LAMOND-RIGGS	11	375	34
5	WOODRIDGE INTERIM	38	834	22
Ward 5 Total		49	1,209	25
6	NORTHEAST	59	3,425	58
6	NORTHWEST ONE	24	292	12
6	ROSEDALE	24	855	36
6	Watha T. Daniel/SHAW	74	4,699	64
6	SOUTHEAST	78	2,916	37
6	SOUTHWEST	27	1,086	40
Ward 6 Total		286	13,273	46
7	Dorothy I. Height/BENNING	12	105	9
7	CAPITOL VIEW	15	190	13
7	DEANWOOD	9	230	26
7	FRANCIS A. GREGORY	51	489	10
Ward 7 Total		87	1,014	12
8	ANACOSTIA	16	228	14
8	William O. Lockridge/BELLEVUE	17	305	18
8	PARKLANDS-TURNER	4	538	135
Ward 8 Total		37	1,071	29
2	MLK JR. MEMORIAL LIBRARY	95	2,221	23
NEIGHBORHOOD LIBRARIES TOTAL*		986	40,440	41
DCPL TOTAL		1,081	42,661	39

Population by Age Group by Ward		
Location	Age Group	2013
Ward 1	All Ages	79,145
	Under 5	4,136
	Under 18	9,509
Ward 2	All Ages	75,186
	Under 5	2,095
	Under 18	3,854
Ward 3	All Ages	80,544
	Under 5	3,799
	Under 18	10,732
Ward 4	All Ages	79,111
	Under 5	5,209
	Under 18	15,888
Ward 5	All Ages	79,342
	Under 5	4,940
	Under 18	14,612
Ward 6	All Ages	83,821
	Under 5	4,142
	Under 18	10,900
Ward 7	All Ages	65,777
	Under 5	4,585
	Under 18	16,481
Ward 8	All Ages	76,445
	Under 5	7,586
	Under 18	23,315
Data Source: U.S. Census Bureau, 2013 ACS 5-Year Survey		

## Circulation, Gate Count & Cardholders by Ward

Q1 FY16 Circulation, Gate Count & Card Holders by Ward				
Ward	Location	Circulation	Gate Count	Active Card Holders
1	MT. PLEASANT	61,106	59,032	
Ward 1 Total		61,106	59,032	34,336
2	GEORGETOWN	42,850	30,714	
2	WEST END INTERIM	16,176	23,023	
Ward 2 Total		59,026	53,737	21,657
3	CHEVY CHASE	21,535	14,812	
3	CLEVELAND PARK	55,309	45,835	
3	PALISADES	22,995	23,130	
3	TENLEY-FRIENDSHIP	65,898	56,473	
Ward 3 Total		165,737	140,250	33,994
4	PETWORTH	36,185	40,151	
4	Juanita E. Thornton/SHEPHERD PARK	8,043	9,614	
4	TAKOMA PARK	20,928	21,125	
Ward 4 Total		65,156	70,890	41,967
5	LAMOND-RIGGS	12,584	25,515	
5	WOODRIDGE INTERIM	12,917	18,863	
Ward 5 Total		25,501	44,378	38,657
6	NORTHEAST	32,774	28,747	
6	NORTHWEST ONE	6,152	19,696	
6	ROSEDALE	9,862	20,229	
6	Watha T. Daniel/SHAW	28,643	48,730	
6	SOUTHEAST	33,576	34,938	
6	SOUTHWEST	19,272	23,748	
Ward 6 Total		130,279	176,088	40,184
7	Dorothy I. Height/BENNING	17,994	45,164	
7	CAPITOL VIEW	16,477	22,081	
7	DEANWOOD	5,901	20,407	
7	FRANCIS A. GREGORY	9,489	26,790	
Ward 7 Total		49,861	114,442	47,442
8	ANACOSTIA	12,052	40,668	
8	William O. Lockridge/BELLEVUE	9,639	24,865	
8	PARKLANDS-TURNER	14,577	34,593	
Ward 8 Total		36,268	100,126	53,882
2	MLK JR. MEMORIAL LIBRARY	228,465	145,689	
NEIGHBORHOOD LIBRARIES TOTAL*		592,934	758,943	
DIGITAL LIBRARY		280,016	N/A	
DCPL TOTAL		1,101,415	904,632	

### Notes:

- Total Active Card Holders is a measure of library cards that have been within the last 3 years as of the quarter end.
- DCPL Active Card holders total 358,106 in Q1 FY16. This total is comprised of 316,194 DC card holders (4,075 are addresses with undetermined wards) and 41,912 MD/VA/Other card holders.