

LIBRARY SERVICES

QUARTERLY PERFORMANCE REPORT

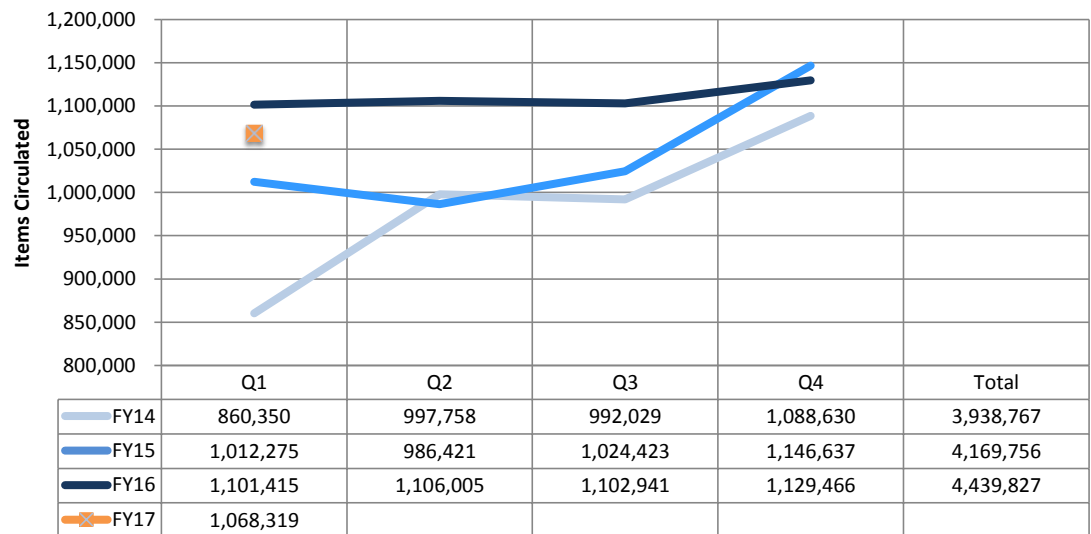
Q1 FY17



DATA TRENDS

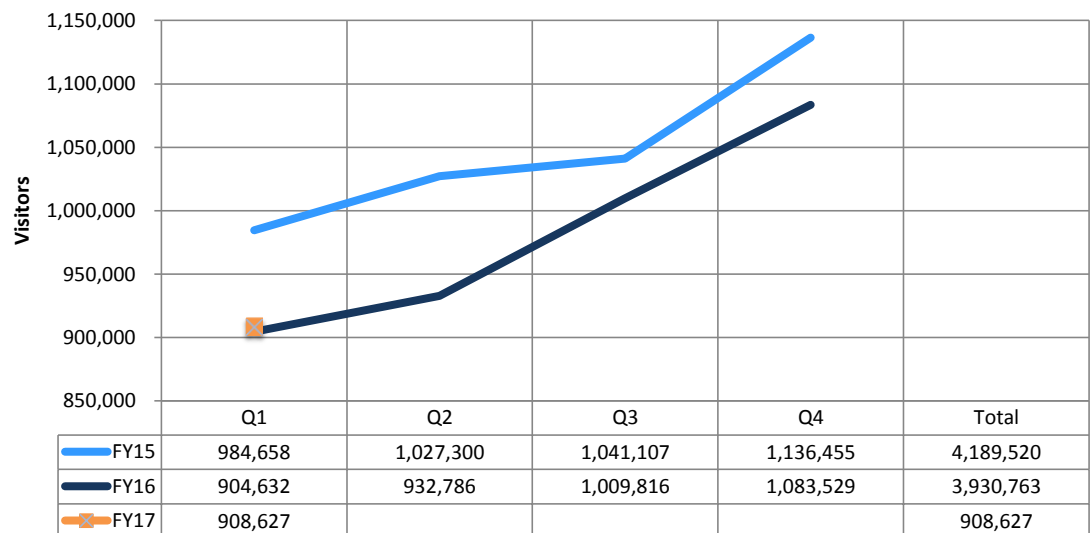
Circulation

FY14 - FY17 YTD



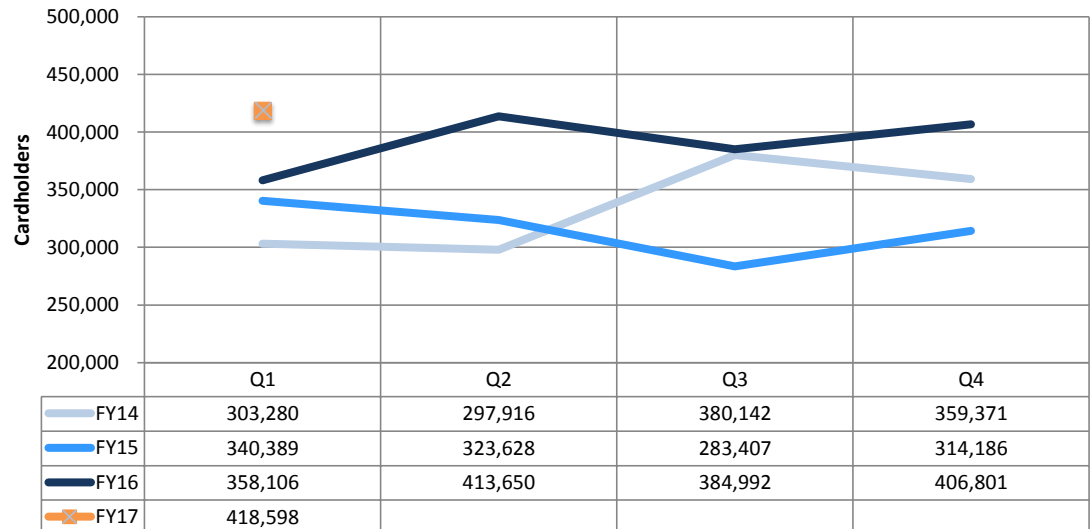
Gate Count

FY15 - FY17 YTD



Cardholders

FY14 - FY17 YTD



CIRCULATION AND CARDHOLDER ACTIVITY

Circulation

Ward	Location	Q1 FY17	Q1 FY16	Q1 FY15	Q1 FY14
1	MT PLEASANT	57,691	61,106	56,801	50,142
Ward 1 Totals		57,691	61,106	56,801	50,142
2	MLK. JR. MEMORIAL LIBRARY	224,653	228,465	180,698	156,815
2	GEORGETOWN	37,414	42,850	42,986	36,810
2	WEST END	17,719	16,176	13,894	23,224
Ward 2 Totals		279,786	287,491	237,578	216,849
3	CHEVY CHASE	38,788	21,535	36,270	39,910
3	CLEVELAND PARK	29,437	55,309	52,003	54,972
3	PALISADES	21,051	22,995	25,312	27,419
3	TENLEY-FRIENDSHIP	60,781	65,898	58,860	58,540
Ward 3 Totals		150,057	165,737	172,445	180,841
4	PETWORTH	29,241	36,185	31,424	31,956
4	SHEPHERD PARK (Juanita E. Thornton)	12,681	8,043	15,329	13,264
4	TAKOMA PARK	17,800	20,928	20,279	23,645
Ward 4 Totals		59,722	65,156	67,032	68,865
5	LAMOND RIGGS	14,310	12,584	14,189	15,167
5	WOODRIDGE	31,766	12,917	11,854	13,276
Ward 5 Totals		46,076	25,501	26,043	28,443
6	NORTHEAST	33,306	32,774	36,516	—
6	NORTHWEST ONE	5,679	6,152	6,175	7,995
6	ROSEDALE	7,275	9,862	10,767	15,849
6	SHAW (WATHA T. DANIEL)	29,241	28,643	30,633	30,365
6	SOUTHEAST	33,015	33,576	29,211	41,407
6	SOUTHWEST	18,119	19,272	19,548	19,020
Ward 6 Totals		126,635	130,279	132,850	114,636
7	BENNING (Dorothy I. Height)	12,509	17,994	16,174	18,141
7	CAPITOL VIEW	7,501	16,477	8,897	10,272
7	DEANWOOD	3,961	5,901	7,250	7,599
7	FRANCIS A. GREGORY	8,256	9,489	10,890	14,649
Ward 7 Totals		32,227	49,861	43,211	50,661
8	ANACOSTIA	8,919	12,052	11,564	13,112
8	BELLEVUE (William O. Lockridge)	8,015	9,639	10,851	11,654
8	PARKLANDS-TURNER	10,845	14,577	10,347	10,525
Ward 8 Totals		27,779	36,268	32,762	35,291
DC Jail Library		1,718	—	—	—
Libraries Subtotal		781,691	821,399	768,722	745,728
Digital Library		286,628	280,016	243,553	114,622
DCPL Total		1,068,319	1,101,415	1,012,275	860,350
Percentage Change (compared to current year)			3.10%	-5.25%	-19.47%

	Q1	Q2	Q3	Q4	Total
FY14	860,350	997,758	992,029	1,088,630	3,938,767
FY15	1,012,275	986,421	1,024,423	1,146,637	4,169,756
FY16	1,101,415	1,106,005	1,102,941	1,129,466	4,439,827
FY17	1,068,319				1,068,319

CIRCULATION AND CARDHOLDER ACTIVITY

Active Cardholders by Ward

	Q1 FY17 Student DC OneCards	Q1 FY17 All Cardholders
1	7,141	41,423
2	1,740	26,814
3	5,411	42,432
4	12,580	48,167
5	10,529	44,782
6	7,900	50,553
7	15,846	51,654
8	18,620	57,993
MD/VA/Out of State/Other	977	54,780
Total Cardholders	80,744	418,598
	Q1 FY16	358,106
	Q1 FY15	340,389
	Q1 FY14	303,280

Top Titles - Q1 FY17

Fiction	Circulation	Non-Fiction	Circulation
<i>The girl on the train</i> by Paula Hawkins	363	<i>Between the world and me</i> by Ta-Nehisi Coates	496
<i>All the light we cannot see : a novel</i> by Anthony Doerr	328	<i>Harry Potter and the cursed child. Parts one and two</i> by Jack Thorne	269
<i>Harry Potter and the sorcerer's stone</i> by J.K. Rowling	275	<i>When breath becomes air</i> by Paul Kalanithi	225
<i>Commonwealth : a novel</i> by Ann Patchett	230	<i>Hillbilly elegy : a memoir of a family and culture in crisis</i> by J. D. Vance	137
<i>A big guy took my ball!</i> by Mo Willems	178	<i>Dark money : the hidden history of the billionaires behind the rise of the radical right</i> by Jane Mayer	72

Database Usage

	Q1 FY17	Q2 FY17	Q3 FY17	Q4 FY17	FY17 Total
Database Usage	249,774				249,774

BUILDING USE AND ACTIVITY

Gate Count

Ward	Location	Q1 FY17	Q1 FY16	Q1 FY15
1	MT PLEASANT	60,886	59,032	59,251
Ward 1 Totals		60,886	59,032	59,251
2	MLK. JR. MEMORIAL LIBRARY	133,135	145,689	162,550
2	GEORGETOWN	28,953	30,714	32,579
2	WEST END	19,370	23,023	22,078
Ward 2 Totals		181,458	199,426	217,207
3	CHEVY CHASE	35,339	14,812	27,751
3	CLEVELAND PARK	12,685	45,835	59,067
3	PALISADES	22,661	23,130	24,610
3	TENLEY-FRIENDSHIP	57,431	56,473	54,800
Ward 3 Totals		128,116	140,250	166,228
4	PETWORTH	40,184	40,151	38,890
4	SHEPHERD PARK (Juanita E. Thornton)	19,619	9,614	21,784
4	TAKOMA PARK	18,025	21,125	21,473
Ward 4 Totals		77,828	70,890	82,147
5	LAMOND RIGGS	24,278	25,515	24,125
5	WOODRIDGE	34,421	18,863	17,469
Ward 5 Totals		58,699	44,378	41,594
6	NORTHEAST	28,549	28,747	29,922
6	NORTHWEST ONE	20,133	19,696	22,599
6	ROSEDALE	18,374	20,229	22,763
6	SHAW (WATHA T. DANIEL)	49,360	48,730	50,880
6	SOUTHEAST	34,010	34,938	36,363
6	SOUTHWEST	23,614	23,748	25,231
Ward 6 Totals		174,040	176,088	187,758
7	BENNING (Dorothy I. Height)	57,686	45,164	49,329
7	CAPITOL VIEW	30,136	22,081	23,813
7	DEANWOOD	20,215	20,407	24,299
7	FRANCIS A. GREGORY	23,667	26,790	27,424
Ward 7 Totals		131,704	114,442	124,865
8	ANACOSTIA	40,276	40,668	44,447
8	BELLEVUE (William O. Lockridge)	24,012	24,865	25,649
8	PARKLANDS-TURNER	31,608	34,593	35,512
Ward 8 Totals		95,896	100,126	105,608
DCPL Total		908,627	904,632	984,658
Percentage Change (compared to current year)			-0.44%	8.37%

	Q1	Q2	Q3	Q4	Total
FY14	N/A	N/A	N/A	N/A	N/A
FY15	984,658	1,027,300	1,041,107	1,136,455	4,189,520
FY16	904,632	932,786	1,009,816	1,083,529	3,930,763
FY17	908,627				908,627

BUILDING USE AND ACTIVITY

Customer Access to Wi-Fi

Ward	Location	Q1 FY17	Q1 FY16	Q1 FY15
1	MT PLEASANT	5,928	5,091	5,706
Ward 1 Totals		5,928	5,091	5,706
2	MLK. JR. MEMORIAL LIBRARY	25,191	24,586	21,344
2	GEORGETOWN	5,375	4,100	4,304
2	WEST END	1,005	748	753
Ward 2 Totals		31,571	29,434	26,401
3	CHEVY CHASE	2,873	880	1,403
3	CLEVELAND PARK	1,056	1,560	1,856
3	PALISADES	1,381	1,099	1,126
3	TENLEY-FRIENDSHIP	5,007	3,738	3,622
Ward 3 Totals		10,317	7,277	8,007
4	PETWORTH	6,613	5,036	6,110
4	SHEPHERD PARK (Juanita E. Thornton)	1,877	611	1,615
4	TAKOMA PARK	1,510	1,080	854
Ward 4 Totals		10,000	6,727	8,579
5	LAMOND RIGGS	1,917	1,728	1,673
5	WOODRIDGE	3,835	1,366	3,273
Ward 5 Totals		5,752	3,094	4,946
6	NORTHEAST	3,859	2,265	1,984
6	NORTHWEST ONE	1,715	1,604	1,490
6	ROSEDALE	1,476	1,220	1,106
6	SHAW (WATHA T. DANIEL)	7,420	5,274	5,656
6	SOUTHEAST	3,221	2,398	2,500
6	SOUTHWEST	1,742	1,471	1,335
Ward 6 Totals		19,433	14,232	14,071
7	BENNING (Dorothy I. Height)	5,714	4,637	1,512
7	CAPITOL VIEW	1,893	1,756	1,898
7	DEANWOOD	1,412	1,307	1,200
7	FRANCIS A. GREGORY	2,145	2,099	2,188
Ward 7 Totals		11,164	9,799	6,798
8	ANACOSTIA	4,340	3,801	4,048
8	BELLEVUE (William O. Lockridge)	2,542	2,366	2,172
8	PARKLANDS-TURNER	4,426	3,868	3,660
Ward 8 Totals		11,308	10,035	9,880
DCPL Total		105,473	85,689	84,388
Percentage Change (compared to current year)			-18.76%	-19.99%

	Q1	Q2	Q3	Q4	Total
FY14	N/A	N/A	N/A	N/A	N/A
FY15	84,388	83,871	87,306	87,916	343,481
FY16	85,689	93,469	105,611	108,699	393,468
FY17	105,473				105,473

BUILDING USE AND ACTIVITY

Adult Desktop
Computer
Utilization
Rate

Computer Sessions

Ward	Location	Q1 FY17	Q1 FY16	Q1 FY15	Q1 FY14	Q1 FY17
1	MT PLEASANT	12,135	13,601	17,107	12,375	47.31%
Ward 1 Totals		12,135	13,601	17,107	12,375	47.31%
2	MLK. JR. MEMORIAL LIBRARY	54,060	49,105	58,845	57,930	89.27%
2	GEORGETOWN	6,975	5,707	8,594	6,521	20.03%
2	WEST END	2,661	5,421	2,636	5,236	25.46%
Ward 2 Totals		63,696	60,233	70,075	69,687	46.13%
3	CHEVY CHASE	2,780	1,321	5,658	4,530	24.86%
3	CLEVELAND PARK	1,408	3,291	5,150	5,670	—
3	PALISADES	1,280	1,432	3,627	2,285	9.86%
3	TENLEY-FRIENDSHIP	10,093	10,794	12,655	6,384	42.07%
Ward 3 Totals		15,561	16,838	27,090	18,869	19.22%
4	PETWORTH	11,382	12,111	17,571	13,793	40.59%
4	SHEPHERD PARK (Juanita E. Thornton)	5,696	2,111	9,577	7,394	35.02%
4	TAKOMA PARK	5,311	6,816	4,773	6,783	50.79%
Ward 4 Totals		22,389	21,038	31,921	27,970	42.13%
5	LAMOND RIGGS	5,786	5,234	5,183	6,725	38.88%
5	WOODRIDGE	11,137	9,748	10,855	8,611	41.33%
Ward 5 Totals		16,923	14,982	16,038	15,336	40.09%
6	NORTHEAST	7,568	8,170	8,948	—	29.37%
6	NORTHWEST ONE	7,699	8,469	6,273	7,783	25.42%
6	ROSEDALE	6,406	6,303	6,391	5,812	37.56%
6	SHAW (WATHA T. DANIEL)	15,140	15,409	18,201	13,220	56.25%
6	SOUTHEAST	4,958	4,778	4,379	8,851	32.51%
6	SOUTHWEST	5,614	5,528	5,933	7,753	28.61%
Ward 6 Totals		47,385	48,657	50,125	43,419	35.14%
7	BENNING (Dorothy I. Height)	12,295	12,231	12,251	12,809	58.06%
7	CAPITOL VIEW	8,050	8,176	7,150	7,859	54.63%
7	DEANWOOD	7,227	7,921	6,242	6,183	55.58%
7	FRANCIS A. GREGORY	10,761	11,225	11,934	5,439	47.61%
Ward 7 Totals		38,333	39,553	37,577	32,290	53.90%
8	ANACOSTIA	13,492	14,850	17,677	14,073	55.87%
8	BELLEVUE (William O. Lockridge)	12,829	14,625	9,539	11,614	49.63%
8	PARKLANDS-TURNER	10,150	8,168	7,997	8,290	58.03%
Ward 8 Totals		36,471	37,643	35,213	33,977	54.51%
DCPL Total		252,893	252,545	285,146	253,923	40.72%
Percentage Change (compared to current year)			-0.14%	12.75%	0.41%	

Computer Sessions Trend Data		Q1	Q2	Q3	Q4	Total
FY14		253,923	252,263	265,843	278,594	1,050,623
FY15		285,146	275,674	280,764	283,268	1,124,852
FY16		252,545	243,426	241,568	243,956	981,495
FY17		252,893				252,893
Adult Desktop Computer Utilization Rate Trend Data						
FY17		40.72%				40.72%

BUILDING USE AND ACTIVITY

Meeting/Study Room Use and Attendance

Ward	Location	Meetings		Attendance		Study Room Use	
		Q1 FY17	Q1 FY16	Q1 FY17	Q1 FY16	Q1 FY17	Q1 FY16
1	MT. PLEASANT	425	475	5,654	5,010	672	651
Ward 1 Total		425	475	5,654	5,010	672	651
2	GEORGETOWN	139	115	3,375	850	372	519
2	WEST END INTERIM						
2	MLK JR. MEMORIAL LIBRARY	588	533	5,026	6,892		
Ward 2 Total		727	648	8,401	7,742	372	519
3	CHEVY CHASE	106	14	390	157		
3	CLEVELAND PARK		91		1,030		
3	PALISADES	36	40	404	470		
3	TENLEY-FRIENDSHIP	108	127	1,169	1,280	1,280	1,285
Ward 3 Total		250	272	1,963	2,937	1,280	1,285
4	PETWORTH	319	315	1,931	1,863	450	440
4	SHEPHERD PARK (Juanita E. Thornton)	204	48	2,326	444	333	
4	TAKOMA PARK	88	60	242	353		
Ward 4 Total		611	423	4,499	2,660	783	440
5	LAMOND-RIGGS	212	249	3,095	2,514	189	138
5	WOODRIDGE ¹	157		6,914		543	
Ward 5 Total		369	249	10,009	2,514	732	138
6	NORTHEAST	166	138	1,681	1,581	703	641
6	NORTHWEST ONE	18	53	329	549		
6	ROSEDALE						
6	SHAW (Watha T. Daniel)	201	212	1,446	1,799	1,376	1,392
6	SOUTHEAST	53	36	2,130	544		
6	SOUTHWEST	38	32	512	355	153	147
Ward 6 Total		476	471	6,098	4,828	2,232	2,180
7	BENNING (Dorothy I. Height)	280	419	3,774	6,073	1,053	714
7	CAPITOL VIEW	91	117	1,053	2,957		
7	DEANWOOD						
7	FRANCIS A. GREGORY	200	234	1,377	1,829	363	490
Ward 7 Total		571	770	6,204	10,859	1,416	1,204
8	ANACOSTIA	389	345	5,971	5,369	316	278
8	BELLEVUE (William O. Lockridge)	217	183	3,331	2,348	184	60
8	PARKLANDS-TURNER						
Ward 8 Total		606	528	9,302	7,717	500	338
DCPL Total		4,035	3,836	52,130	44,267	7,987	6,755

OPERATIONS

Service Desk Tickets

	Quarterly Statistics			Year to Date Statistics		
	Q1 FY17	Q1 FY16	% Change Q1 FY17/ Q1 FY16	YTD FY17	YTD FY16	% Change FY17/ FY16
Facilities Tickets Closed	708	707	0.14%	708	707	0.14%
Facilities Ticket Closure Rate	93.90%	88.93%	5.59%	93.90%	88.93%	5.59%
IT Tickets Closed	1,599	1,588	0.69%	1,599	1,588	0.69%
IT Ticket Closure Rate	97.32%	95.32%	2.10%	97.32%	95.32%	2.10%

Human Resources Data

	Quarterly Statistics			Year to Date Statistics		
	Q1 FY17	Q1 FY16	% Change Q1 FY17/ Q1 FY16	YTD FY17	YTD FY16	% Change FY17/ FY16
Vacancy Rate	4.92%	4.68%	5.13%	4.92%	4.68%	5.13%
# Staff Trained	232	318	-27.04%	232	318	-27.04%
% Total Staff Trained	43.87%	59.21%	-25.91%	43.87%	59.21%	-25.91%
# Staff on Extended Leave (New)	23	17	35.29%	23	17	35.29%
# Staff on Extended Leave (Continuing)	33	23	43.48%	33	23	43.48%
Total Staff on Extended Leave	56	40	40.00%	56	40	40.00%

Hours of Unplanned Closure by Location

	Q1 FY17	Q2 FY17	Q3 FY17	Q4 FY17	FY17 Total
Bellevue (William O. Lockridge)	5				5
Capitol View	4.5				4.5
Deanwood	7.5				7.5
Francis A. Gregory	1.5				1.5
Georgetown	39				39
Northwest One	8				8
Palisades	7.5				7.5
Parklands-Turner	4.5				4.5
Rosedale	3				3
Shaw (Watha T. Daniel)	7				7
Woodridge	25				25
Systemwide Closure	208				208
Total	320.5	0	0	0	320.5

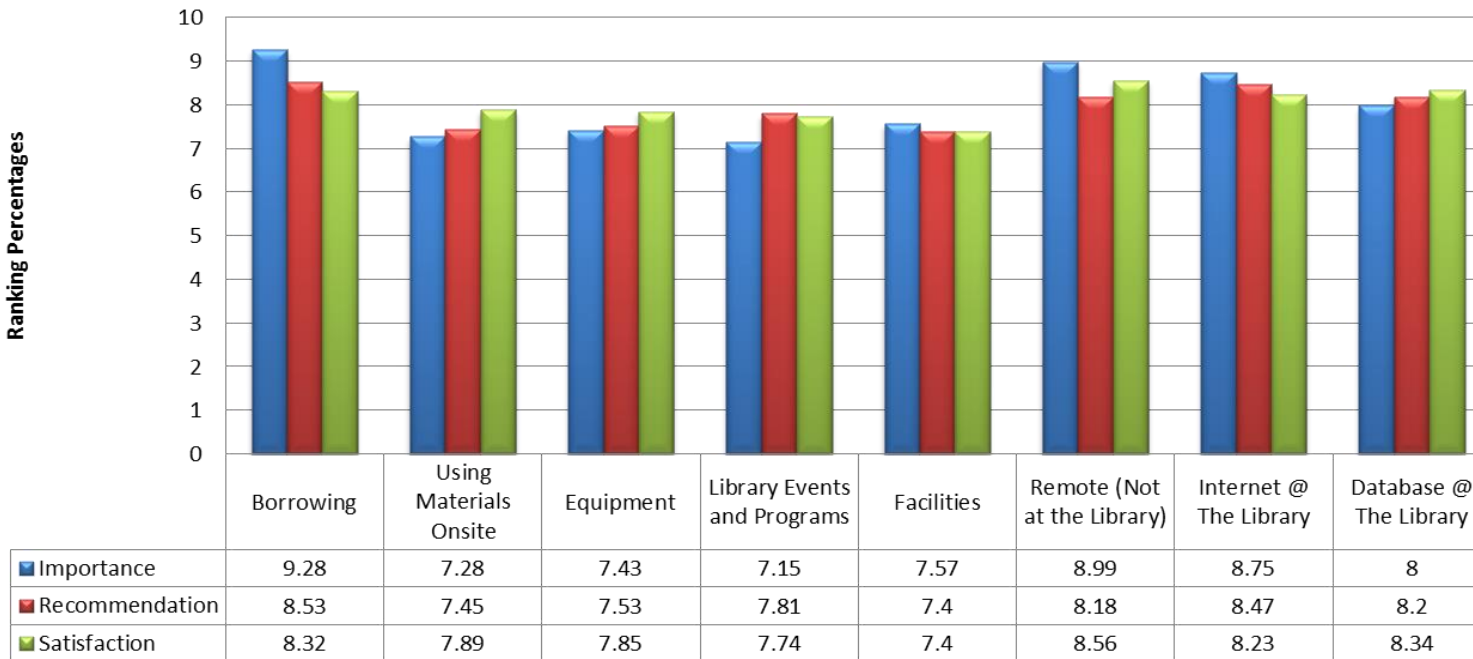
PATRON SATISFACTION AND ONLINE ENGAGEMENT

Counting Opinions Survey

Library Service Rankings - Cumulative Data - 4/1/16 - 12/31/16

Total Responses = 758

Library Services Rankings

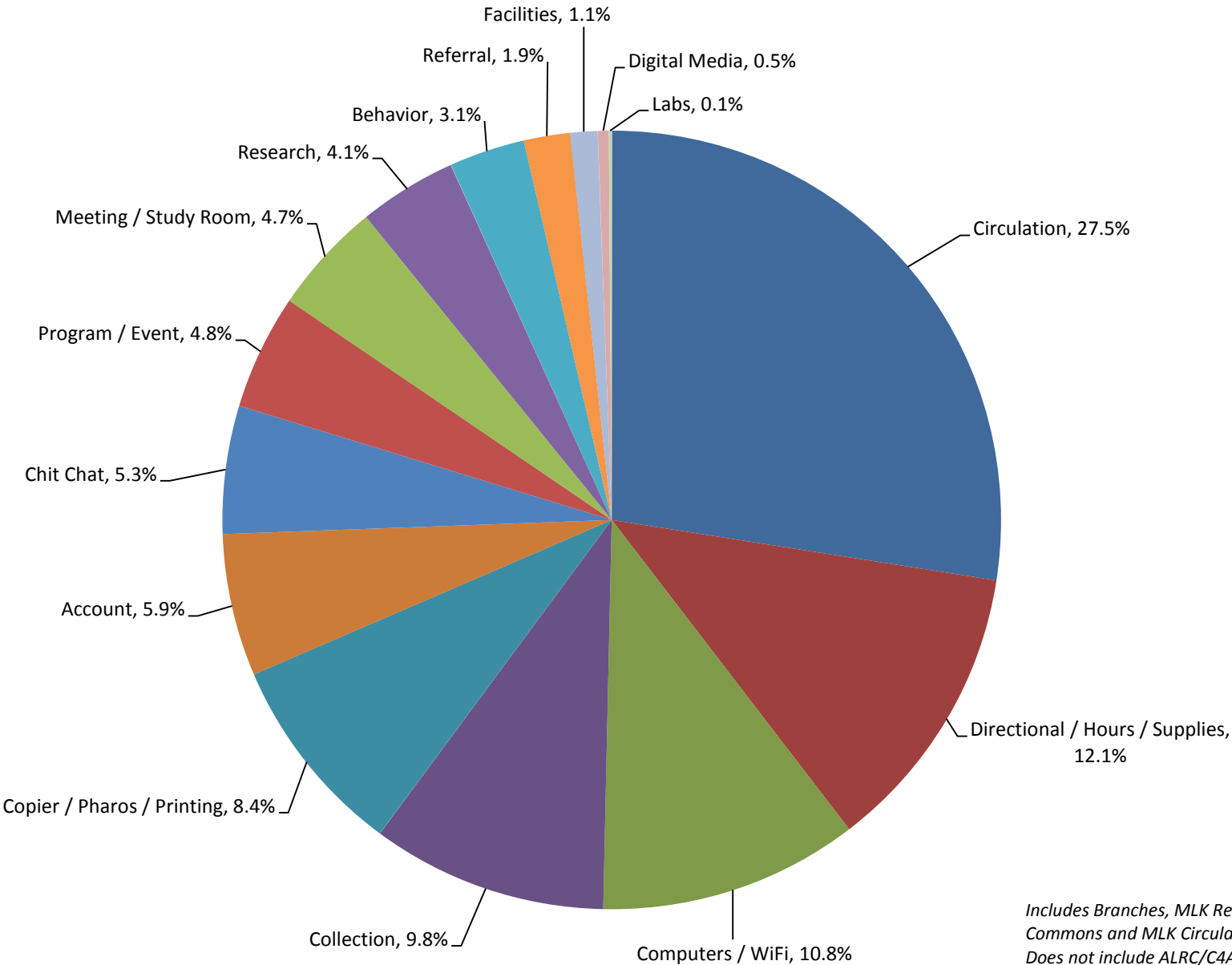


Online Engagement

	FY17 Q1	FY17 Q2	FY17 Q3	FY17 Q4	FY17 Total
Social Media Impressions	1,460,993				1,460,993
Social Media Engagement	16,909				16,909
Social Media Engagement Rate	1.16%				1.16%
New Website Visits (Sessions)	304,504				304,504
Overall Website Visits (Sessions)	774,531				774,531
New Visits as a % of overall visits	39.31%				39.31%

Customer Interactions by Type
Q1 FY17

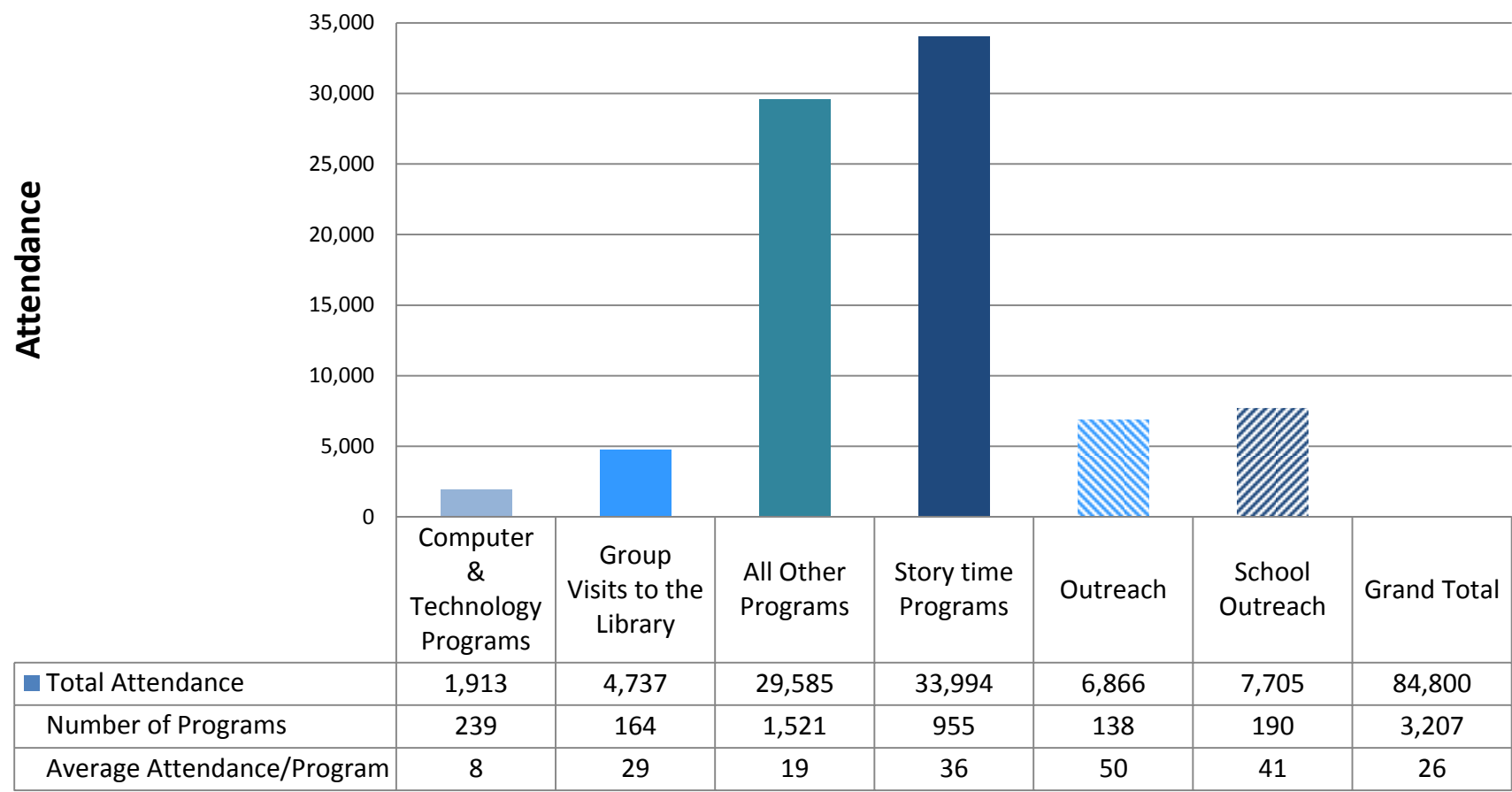
Total Interactions: 204,431



Includes Branches, MLK Regular, Digital Commons and MLK Circulation Interactions. Does not include ALRC/C4A or Special Collections.

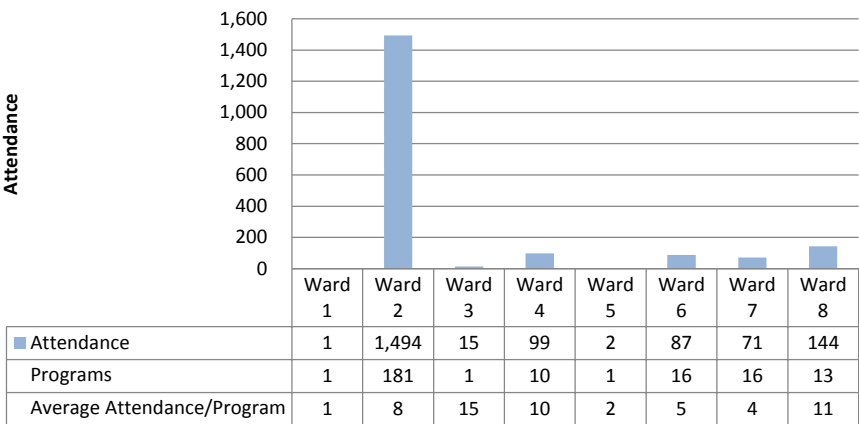
SYSTEMWIDE PROGRAM AND ATTENDANCE DATA

Q1 FY17 - Systemwide Program and Attendance by Activity Type

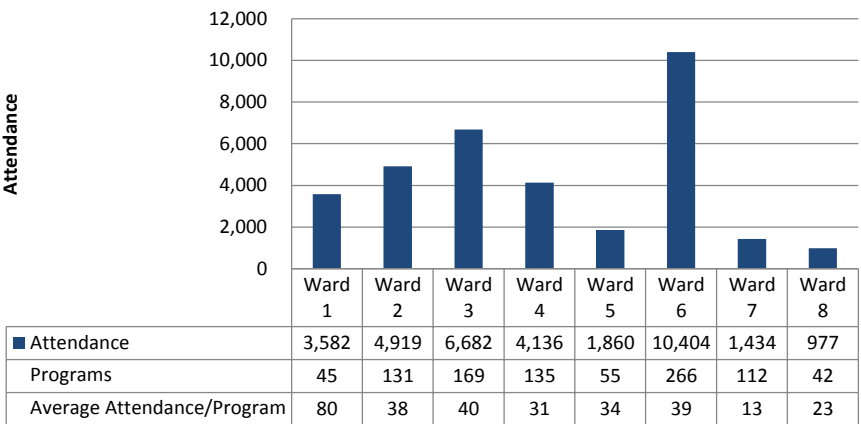


SYSTEMWIDE PROGRAM AND ATTENDANCE DATA

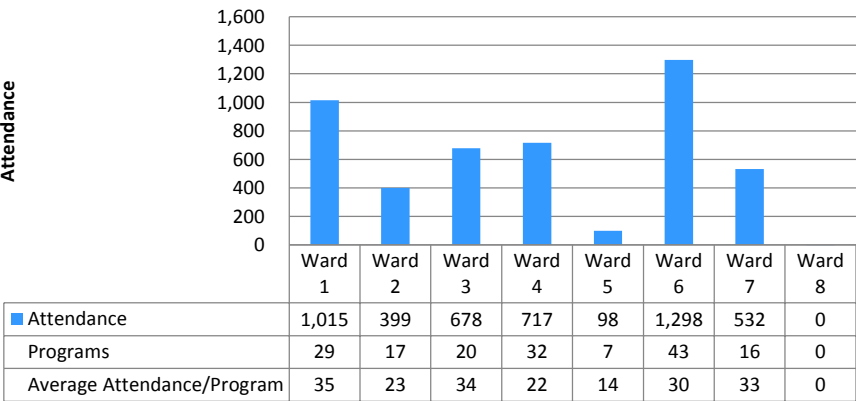
Computers & Technology



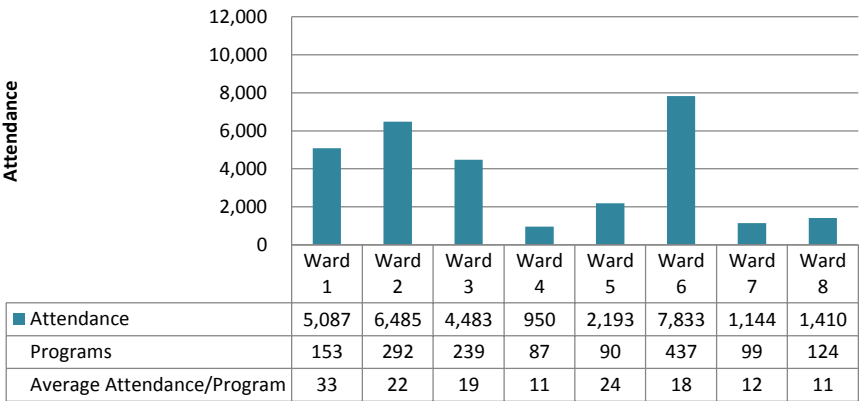
Story Times



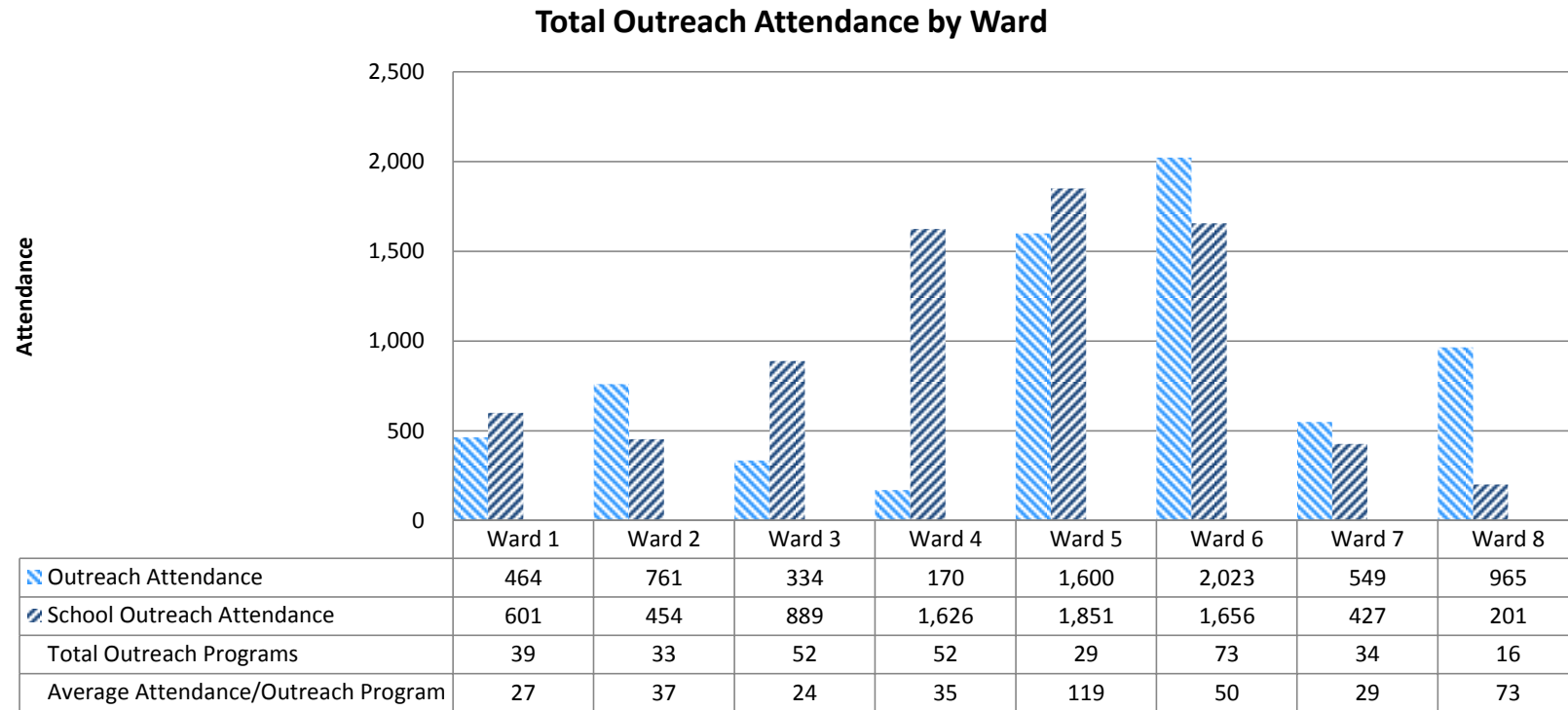
Group Visits to the Library



All Other Programs



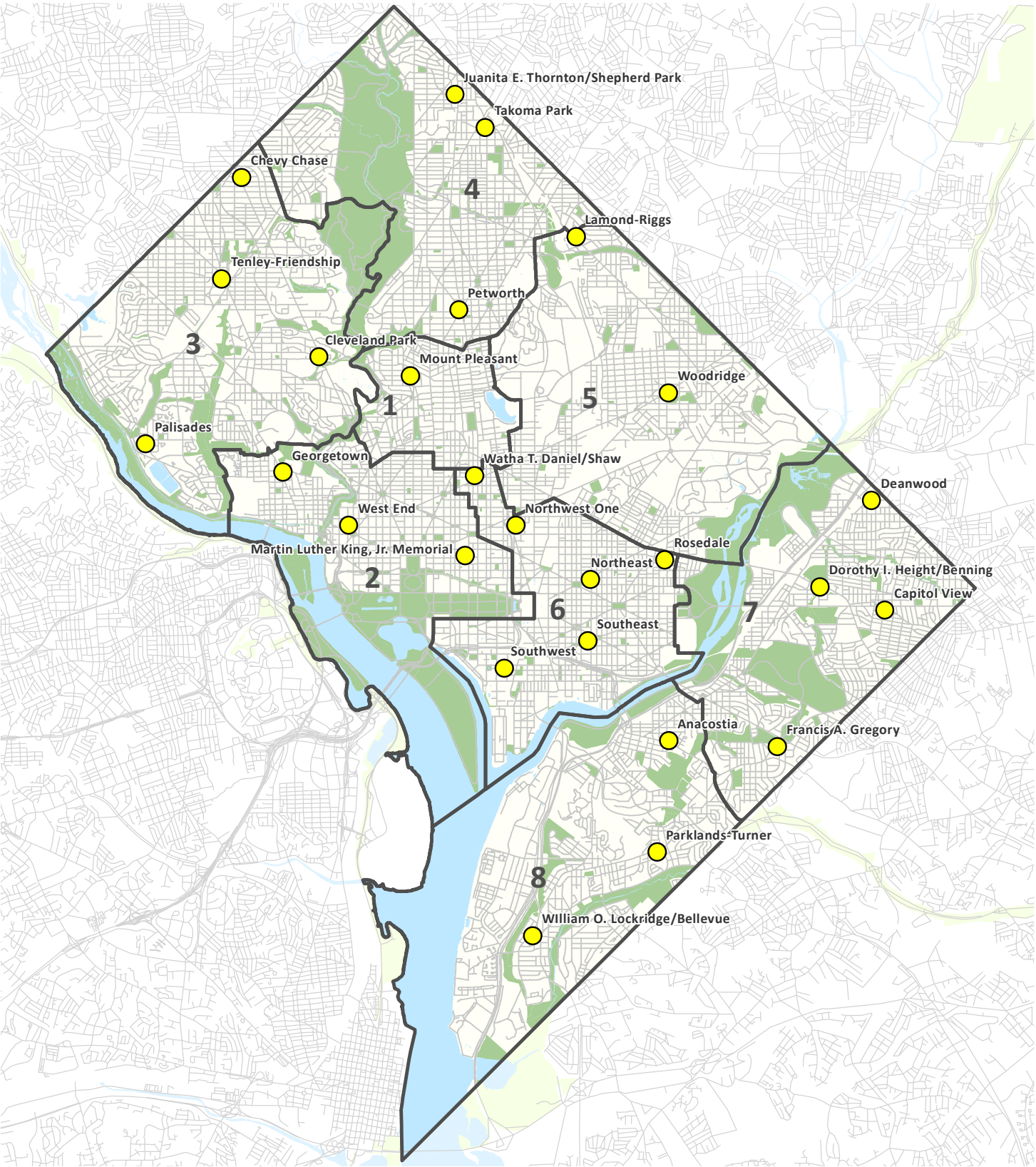
SYSTEMWIDE PROGRAM AND ATTENDANCE DATA



Books From Birth

	FY17 Q1
Eligible Children Citywide	46,749
Enrollment Citywide	18,284
Graduated Citywide	2,043
% of Citywide Eligible Enrolled	43.48%
Eligible Children in Target Areas	22,279
Enrollment in Target Areas	11,956
% of Enrolled from Target Areas	65.39%

MAP OF DC PUBLIC LIBRARIES BY WARD



DCPL PERFORMANCE REPORT DATA GLOSSARY

Active Cardholders by Ward – The number of user accounts with activity in the last three years. Cardholders are sorted by ward of residence provided in cardholder 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 are Wards 1, 5, 7 and 8.

Circulation – Manual and electronic lending transactions from the library’s collection; includes outside and in-house use, and renewal circulation transactions.

Computer and Technology Programs – Programs that teach basic computer skills, or skills about software, computer hardware, emerging technology such as 3D Printing, coding, social media instruction, use of DCPL’s downloadable materials and databases.

Counting Opinions Survey – Customer satisfaction survey available on the Library’s website and in print.

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

Customer Interactions by Type – Interaction tracking is a common tool used by library systems around the country to capture ways customers interact with staff in the library.

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 – Total of all E-Books downloaded and streamed, videos streamed, songs downloaded and streamed, audiobooks downloaded and streamed, and magazines downloaded and streamed.

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 instances of people entering and exiting library locations. Thermal imaging technology senses infrared radiation to track traffic travelling underneath the sensor and monitors multiple people entering and exiting at the same time. Devices are mounted at public entry and exit locations.

Group Visits – All special programs or activities scheduled for groups coming into a library.

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.

School Outreach – Programs that are planned sponsored or carried out by the library staff and take place at a public, public charter, or private/parochial school, including formal Pre–K programs.

Service Desk Tickets – Library staff report a problem or request an intervention by submitting a ticket in the Library’s tracking system.

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.

Staff Trained –Number of staff trained during the quarter. Training includes external conferences, workshops, management training courses and DCPL internal training programs.

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 DC OneCard Cardholders – Library accounts 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.