

LIBRARY SERVICES

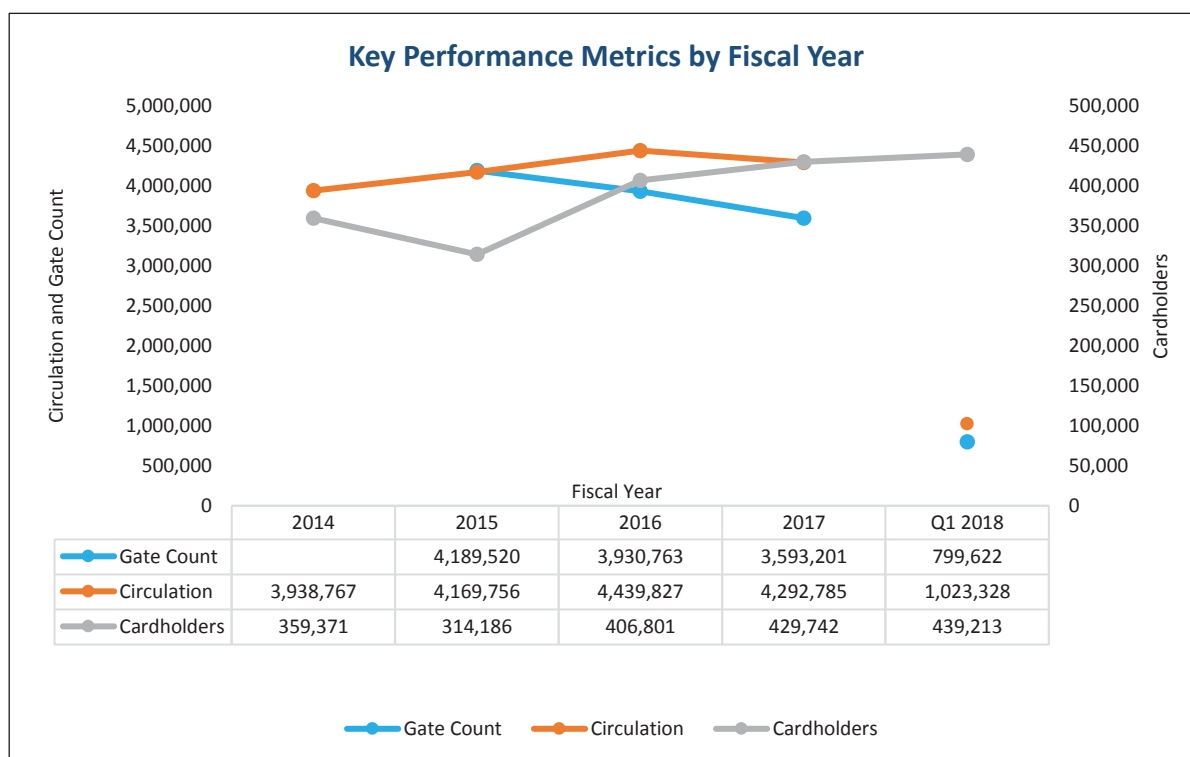
QUARTERLY PERFORMANCE REPORT

Q1 FY18

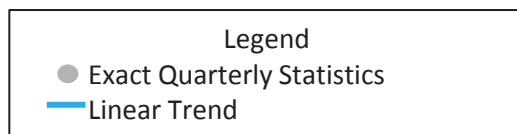
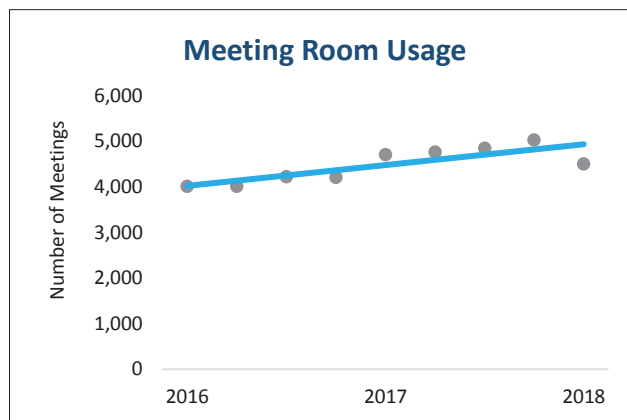
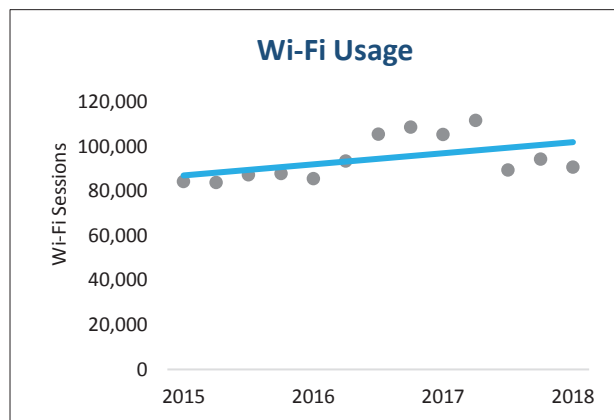
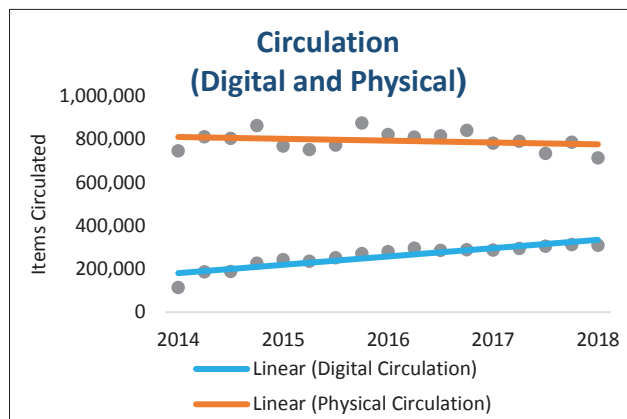
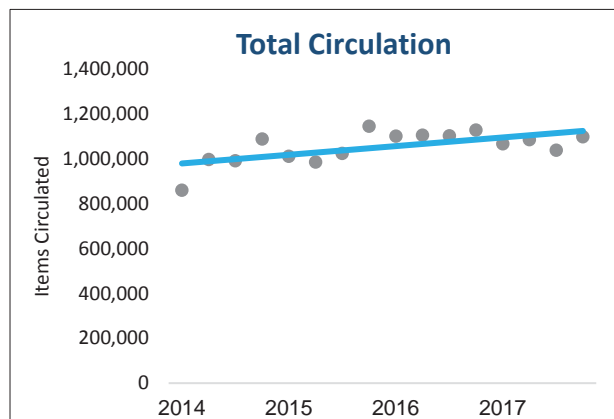
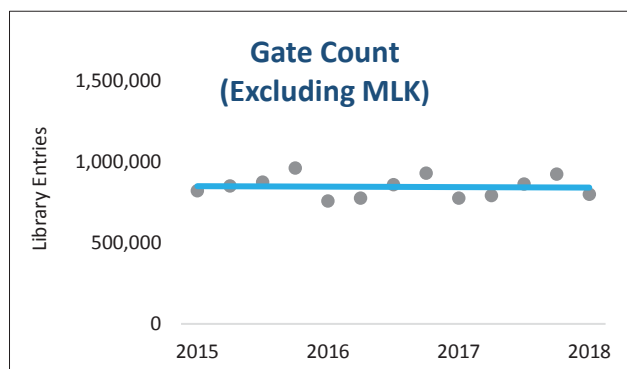
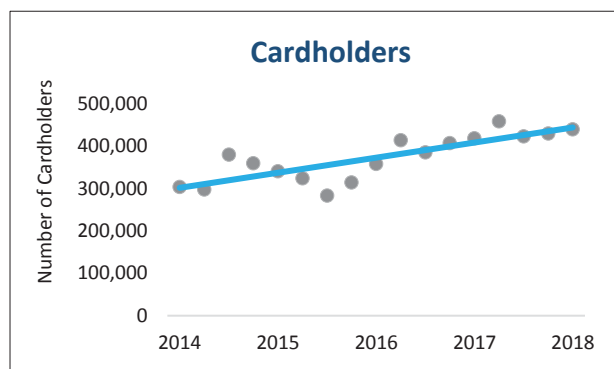


EXECUTIVE SUMMARY

- The quarterly Library Services Performance Report has been updated to include more trend data and a greater breadth of information on DCPL programs and services.
- As in prior years, use of library services including circulation, gate count and wi-fi, are lower in the first quarter of the fiscal year.
- We will continue to track overall usage trends which show increases in total circulation, active cardholders, database, wifi, meeting and study room use and steady gate counts at neighborhood library locations.
- Starting in Q4 of fiscal year 2017 and, continuing in Q1 of fiscal year 2018, we noticed a marked increase in our active cardholder and database use. We have learned that at least 1% of current active cardholders are attributed to the creation of temporary DCPL online library accounts. More than half of these temporary accounts are being generated through IP addresses from foreign countries. A high percentage of these temporary accounts are accessing Lynda.com. Overall, video views of Lynda.com represent about half of total Q1 fiscal year 2018 database use. DCPL is not the only library system that has experienced this activity. We are working on solutions to mitigate international access to DCPL library materials.
- In the fall of 2017, DCPL launched its GoDigital marketing campaign which has certainly also driven local increases in cardholders and database use.



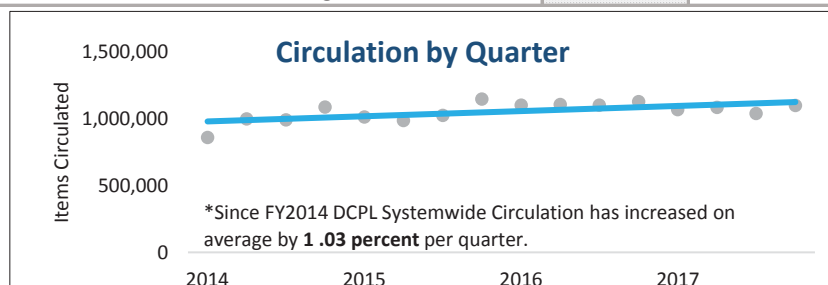
SUMMARY OF HISTORICAL TRENDS



CIRCULATION

Q1 FY18

| Ward | Location | Q1 FY15 | Q1 FY16 | Q1 FY17 | Physical Circ | Digital Library |
|---------------------------|--|------------------|------------------|------------------|------------------|-----------------|
| 1 | Mt. Pleasant | 56,801 | 61,106 | 57,691 | 71,387 | 31,578 |
| Ward 1 Totals | | 56,801 | 61,106 | 57,691 | 71,387 | 31,578 |
| 2 | MLK JR. Memorial Library/System-Wide Self Checkouts/Mobile App | 180,698 | 228,465 | 224,653 | 849 | 275 |
| 2 | Library Express/Center for Accessibility | | | | 7,129 | 1,786 |
| 2 | Georgetown | 42,986 | 42,850 | 37,414 | 46,236 | 21,348 |
| 2 | West End | 13,894 | 16,176 | 17,719 | 21,457 | 19,039 |
| Ward 2 Totals | | 245,169 | 292,452 | 283,657 | 75,671 | 42,448 |
| 3 | Chevy Chase | 36,270 | 21,535 | 38,788 | 45,260 | 13,697 |
| 3 | Cleveland Park | 52,003 | 55,309 | 29,437 | 42,653 | 23,599 |
| 3 | Palisades | 25,312 | 22,995 | 21,051 | 7,525 | 6,181 |
| 3 | Tenley-Friendship | 58,860 | 65,898 | 60,781 | 71,816 | 24,871 |
| Ward 3 Totals | | 172,445 | 165,737 | 150,057 | 167,254 | 68,348 |
| 4 | Petworth | 31,424 | 36,185 | 29,241 | 40,414 | 12,247 |
| 4 | Shepherd Park (Juanita E. Thornton) | 15,329 | 8,043 | 12,681 | 16,564 | 5,527 |
| 4 | Takoma Park | 20,279 | 20,928 | 17,800 | 21,208 | 10,288 |
| Ward 4 Totals | | 67,032 | 65,156 | 59,722 | 78,186 | 28,062 |
| 5 | Lamond-Riggs | 14,189 | 12,584 | 14,310 | 13,782 | 6,063 |
| 5 | Woodridge | 11,854 | 12,917 | 31,766 | 48,054 | 10,732 |
| Ward 5 Totals | | 26,043 | 25,501 | 46,076 | 61,836 | 16,795 |
| 6 | Northeast | 36,516 | 32,774 | 33,306 | 45,563 | 14,878 |
| 6 | Northwest One | 6,175 | 6,152 | 5,679 | 9,725 | 6,562 |
| 6 | Rosedale | 10,767 | 9,862 | 7,275 | 11,301 | 2,357 |
| 6 | Shaw (Watha T. Daniel) | 30,633 | 28,643 | 29,241 | 48,609 | 39,512 |
| 6 | Southeast | 29,211 | 33,576 | 33,015 | 43,583 | 24,122 |
| 6 | Southwest | 19,548 | 19,272 | 18,119 | 17,652 | 7,994 |
| Ward 6 Totals | | 132,850 | 130,279 | 126,635 | 176,433 | 95,425 |
| 7 | Benning (Dorothy I. Height) | 16,174 | 17,994 | 12,509 | 17,300 | 2,144 |
| 7 | Capitol View | 8,897 | 16,477 | 7,501 | 2,447 | 1,221 |
| 7 | Deanwood | 7,250 | 5,901 | 3,961 | 7,008 | 1,179 |
| 7 | Francis Gregory | 10,890 | 9,489 | 8,256 | 13,022 | 5,197 |
| Ward 7 Total | | 43,211 | 49,861 | 32,227 | 39,777 | 9,741 |
| 8 | Anacostia | 11,564 | 12,052 | 8,919 | 9,088 | 9,012 |
| 8 | Bellevue (William O. Lockridge) | 10,851 | 9,639 | 8,015 | 8,881 | 3,837 |
| 8 | Parklands-Turner | 10,347 | 14,577 | 10,845 | 12,366 | 1,316 |
| Ward 8 Totals | | 32,762 | 36,268 | 27,779 | 30,335 | 14,165 |
| Jail Library | | | | 1,718 | 12,635 | |
| Libraries Subtotal | | 776,313 | 826,360 | 785,562 | 713,514 | |
| Digital Library | | 243,553 | 280,016 | 286,628 | 309,814 | |
| DCPL Total | | 1,019,866 | 1,106,376 | 1,072,190 | 1,023,328 | |
| Percent Change | | | 8.48% | -3.09% | -4.56% | |



Notes:

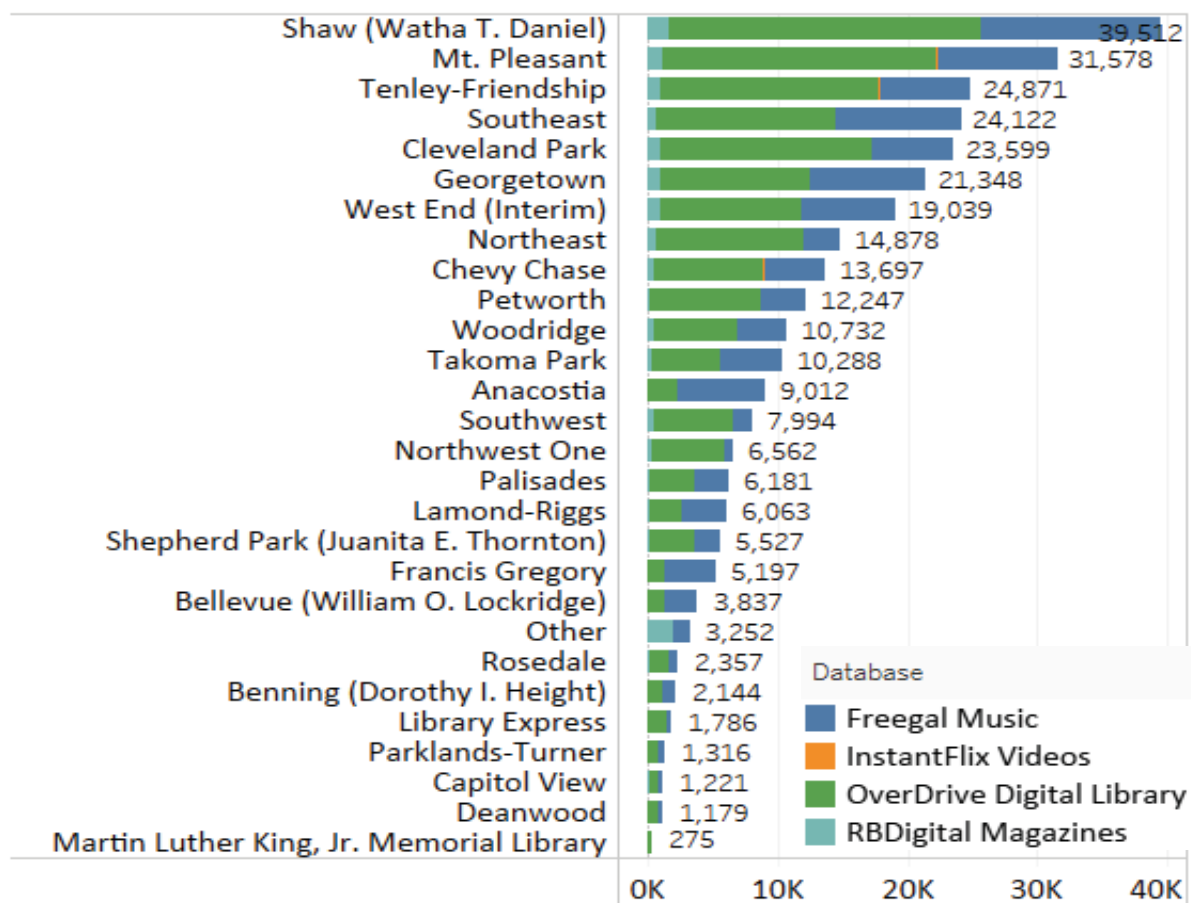
1. Prior to FY18 Q1 circulation performed at self check machines were assigned to Martin Luther King Jr. Memorial Library/SystemWide Self Check. Beginning in FY18 Q1 these circulation transactions are assigned to the cardholder's home neighborhood branch.

2. FY18 Q1 Martin Luther King Jr. Memorial Library/SystemWide Self Check is attributed to circulation performed using the the mobile Boopsie application.

| | 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 YTD | 1,023,328 | | | | 1,023,328 |

CIRCULATION

Q1 FY18 Digital Circulation By Vendor and Branch



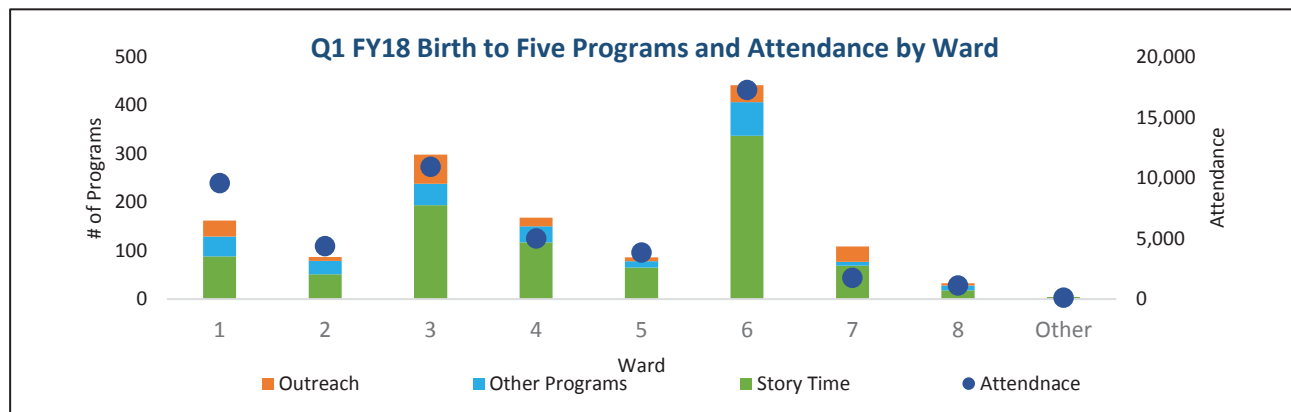
Database Usage

| | Q1 | Q2 | Q3 | Q4 | Total |
|---------|---------|---------|---------|---------|-----------|
| FY 2017 | 249,774 | 292,248 | 349,985 | 394,974 | 1,286,981 |
| FY 2018 | 441,891 | | | | 441,891 |

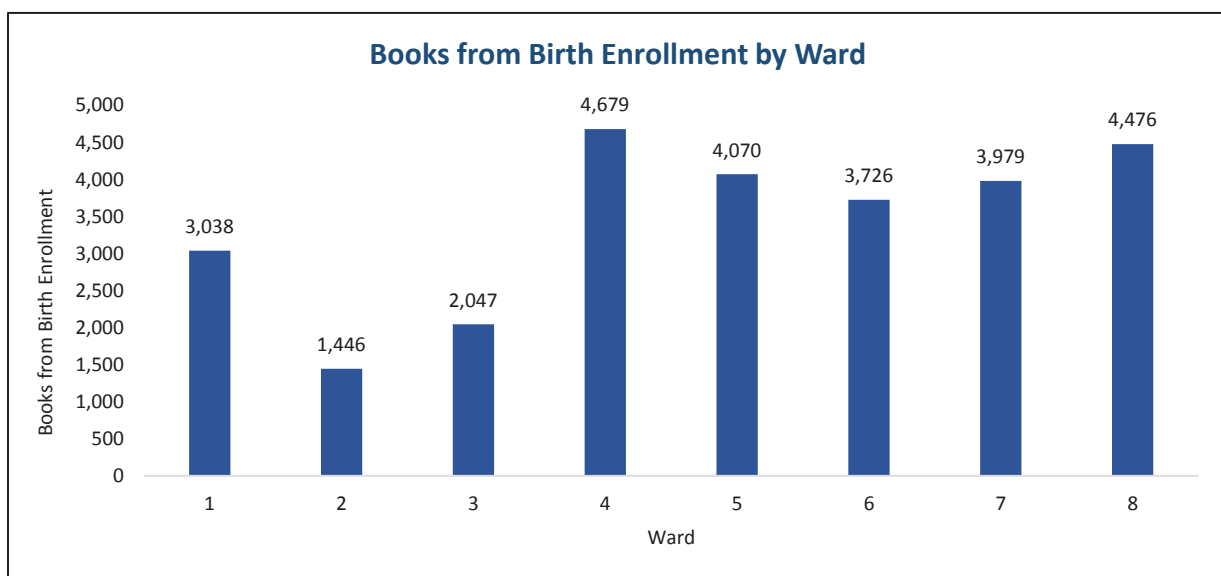
Top Titles - Q1 FY18

| Fiction | Circulation | Non-Fiction | Circulation |
|---|-------------|---|-------------|
| <i>The Underground Railroad: A Novel</i> By Colson Whitehead | 406 | <i>Hillbilly Elegy: A Memoir of Family and Culture in Crisis</i> By J.D. Vance | 400 |
| <i>A Big Guy Took My Ball!</i> By Mo Willems | 227 | <i>Born a Crime: Stories from a South African Childhood</i> By Trevor Noah | 278 |
| <i>Commonwealth: A Novel</i> By Ann Patchett | 217 | <i>Between the World and Me</i> By Ta-Nehisi Coates | 245 |
| <i>Harry Potter and the Sorcerer's Stone</i> By J.K. Rowling | 185 | <i>Evicted: Poverty and profit in the American City</i> By Matthew Desmond | 192 |
| <i>All the Light We Cannot See: A Novel</i> By Anthony Doerr | 177 | <i>Hunger: A Memoir of (My) Body</i> By Roxane Gay | 168 |

EARLY LITERACY PROGRAMMING

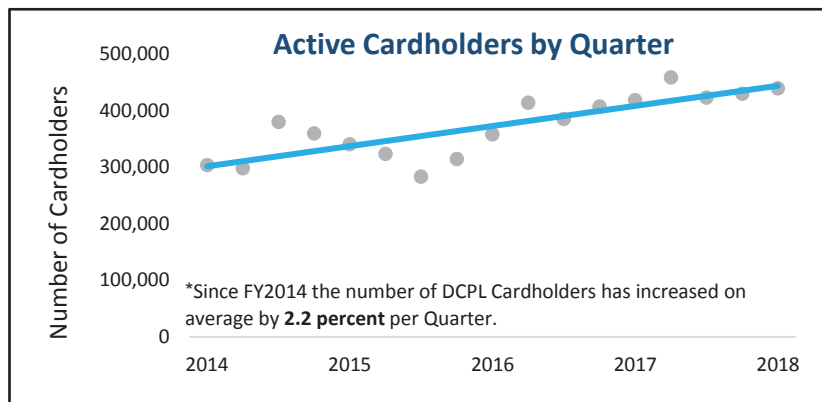
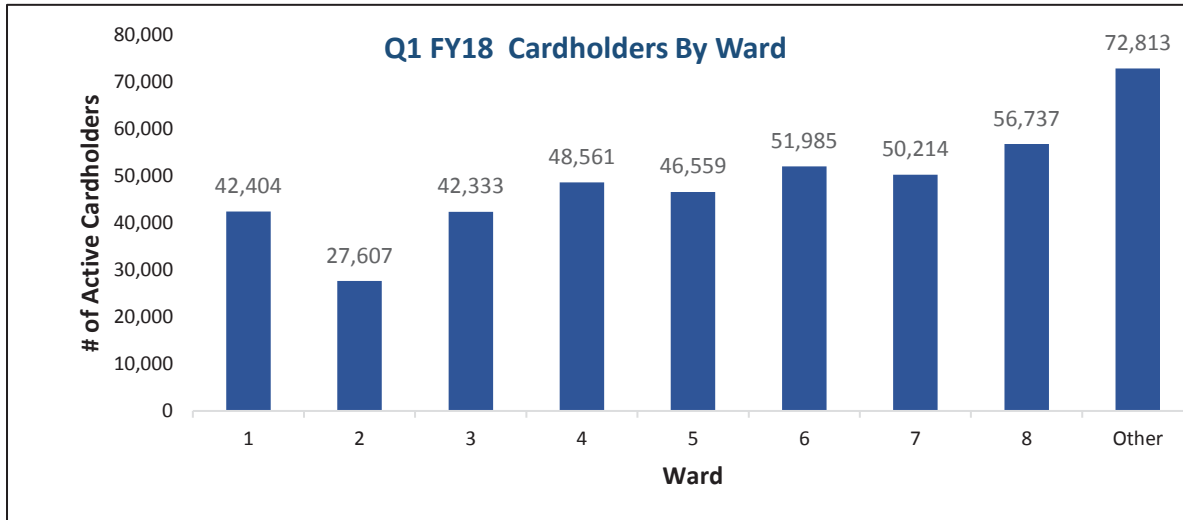


| | Story Time Programs | | Other Programs | | Outreach | | Total | |
|-----------|---------------------|------------|----------------|------------|----------|------------|--------------|---------------|
| | Programs | Attendance | Programs | Attendance | Programs | Attendance | Programs | Attendance |
| Q1 FY2017 | 929 | 33,262 | 307 | 11,695 | 162 | 5,544 | 1,398 | 50,501 |
| Q1 FY2018 | 943 | 35,841 | 247 | 8,952 | 199 | 9,220 | 1,389 | 54,013 |
| % Change | 2% | 8% | -20% | -23% | 23% | 66% | -1% | 7% |



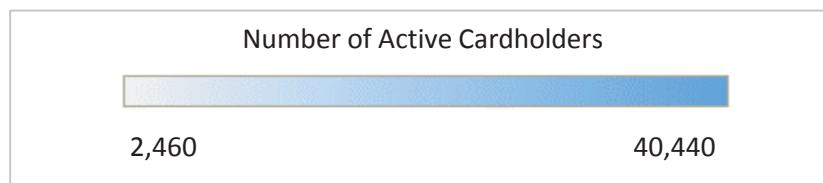
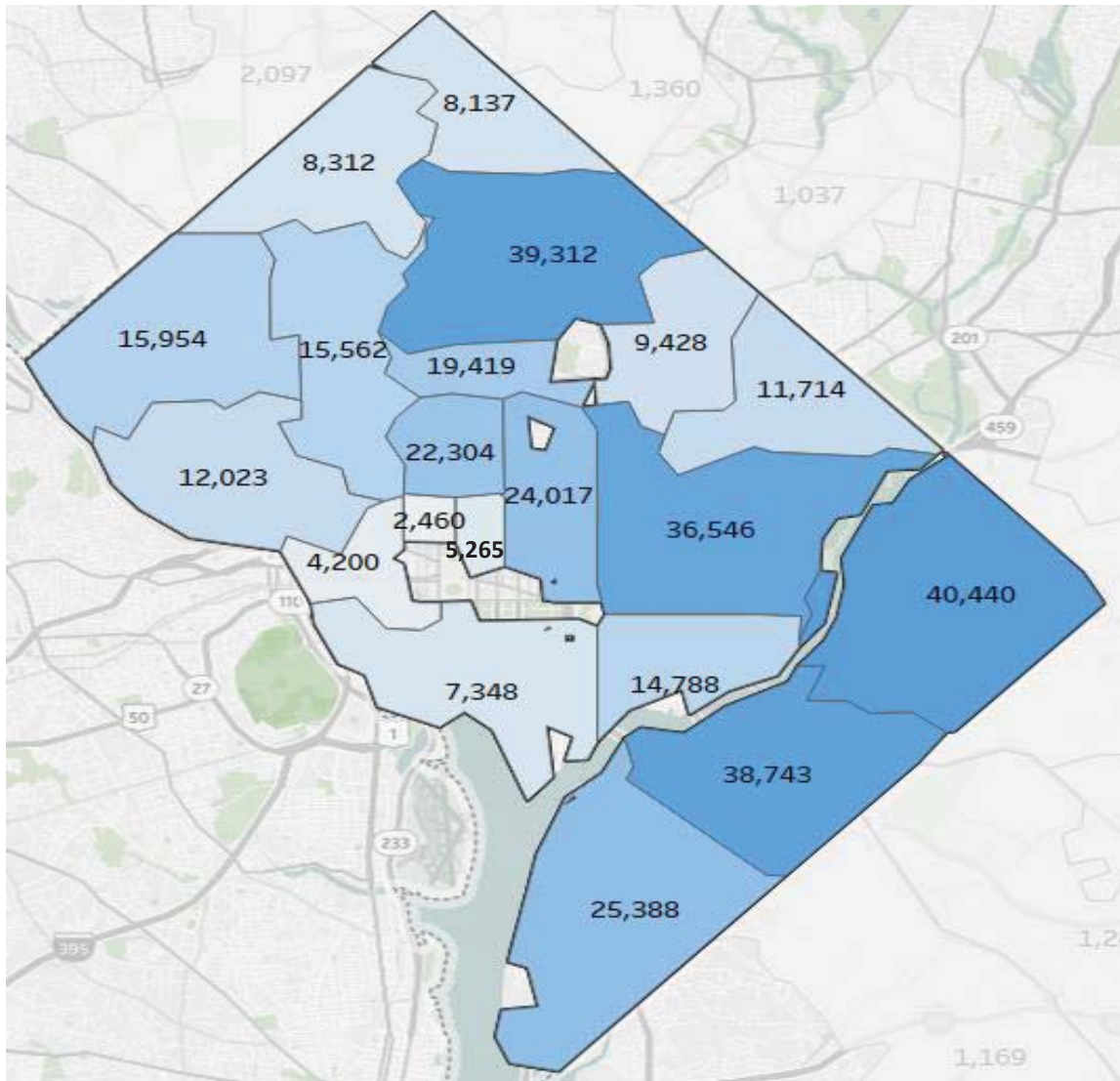
| | Q4 FY17 | Q1 FY18 |
|-----------------------------------|---------|---------|
| Eligible Children Citywide | 46,769 | 46,789 |
| Enrollment Citywide | 25,741 | 27,708 |
| Graduated Citywide | 4,416 | 5,326 |
| % of Citywide Eligible Enrolled | 55.03% | 59.21% |
| Eligible Children in Target Areas | 22,279 | 22,279 |
| Enrollment in Target Areas | 16,715 | 17,986 |
| % Enrolled From Target Areas | 65% | 65% |

ACTIVE CARDHOLDERS



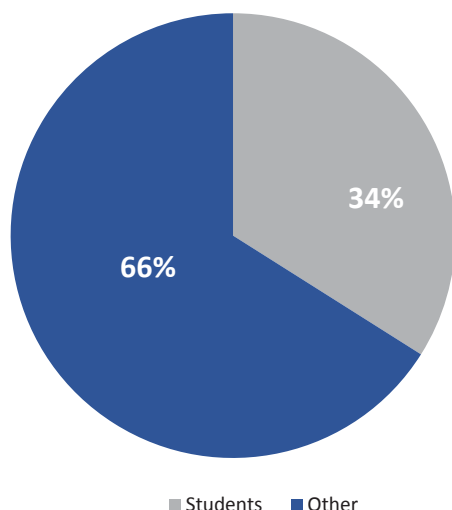
| | Q1 | Q2 | Q3 | Q4 |
|--------|---------|---------|---------|---------|
| FY2014 | 303,280 | 297,916 | 380,142 | 359,371 |
| FY2015 | 340,389 | 323,628 | 283,407 | 283,407 |
| FY2016 | 358,106 | 413,650 | 384,992 | 406,801 |
| FY2017 | 418,598 | 458,368 | 422,946 | 429,742 |
| FY2018 | 439,213 | |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

ACTIVE CARDHOLDERS BY ZIP CODE



STUDENT CARDHOLDERS

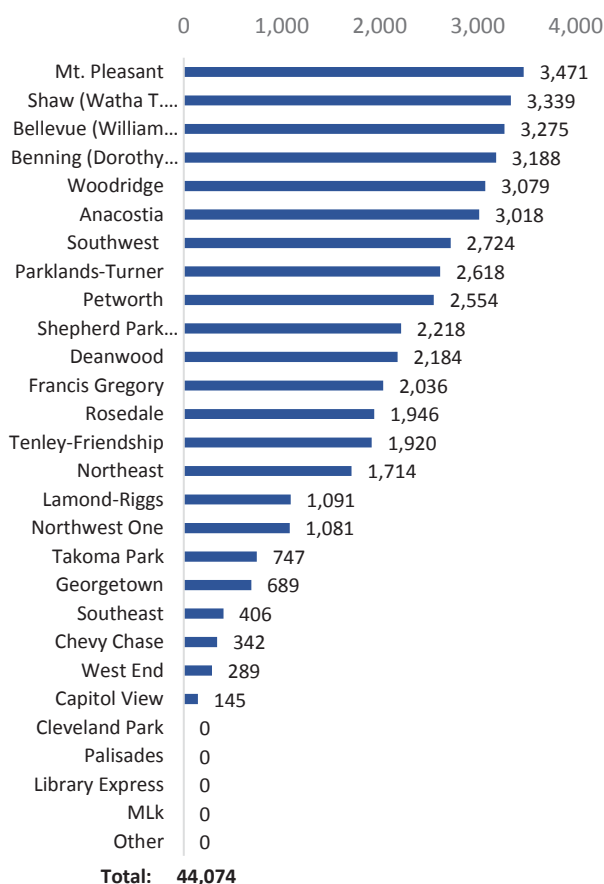
Student Accounts as a Percentage of Total



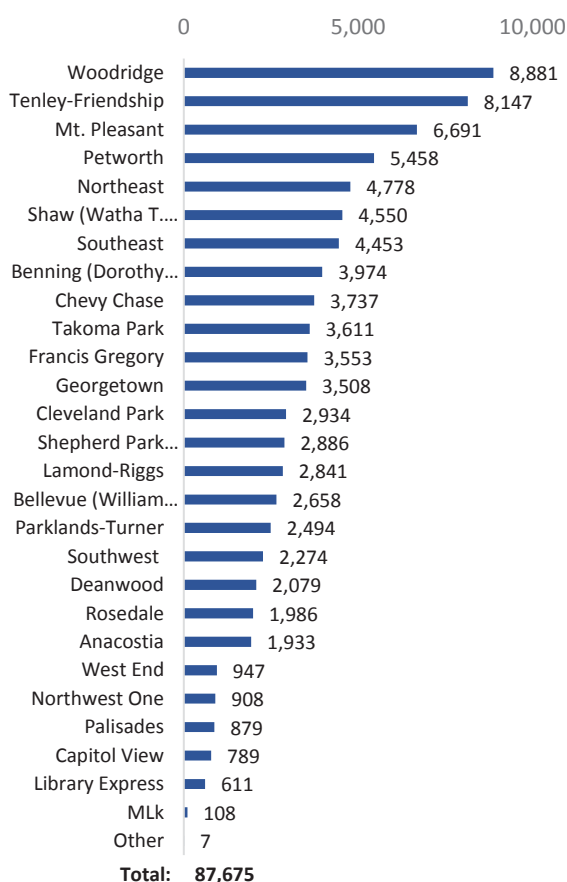
Student Accounts by Zip Code

| Zip Code | Student Cardholders |
|--------------|---------------------|
| 20019 | 23,416 |
| 20020 | 21,582 |
| 20011 | 18,787 |
| 20032 | 14,629 |
| 20002 | 12,715 |
| 20010 | 6,477 |
| 20001 | 6,457 |
| 20018 | 5,718 |
| 20009 | 5,104 |
| 20016 | 4,726 |
| 20003 | 4,169 |
| 20017 | 3,875 |
| 20012 | 3,576 |
| 20015 | 2,822 |
| 20008 | 2,784 |
| 20007 | 2,477 |
| 20024 | 2,131 |
| Other | 7,748 |
| Total | 149,193 |

Q1 FY18 Student Computer Sessions

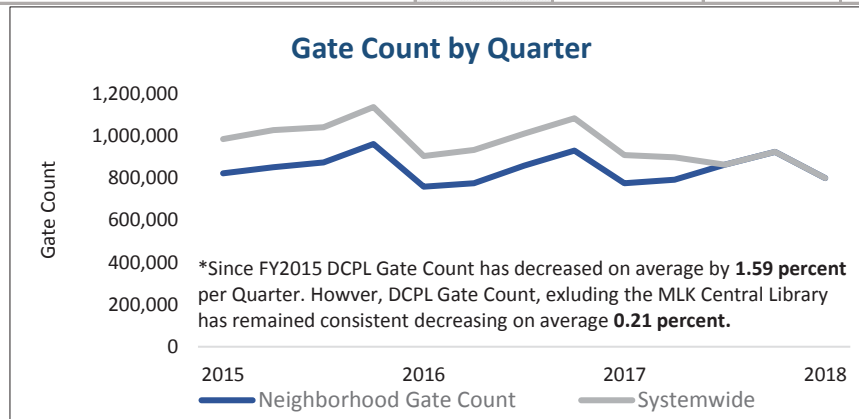


Q1 FY18 Student Circulation



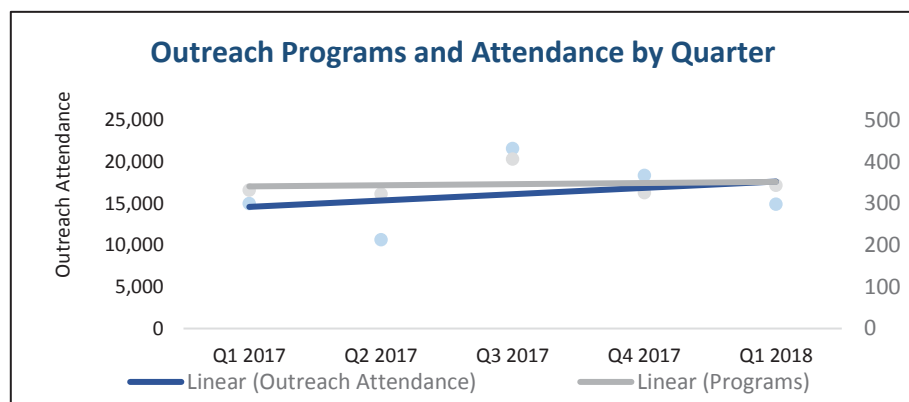
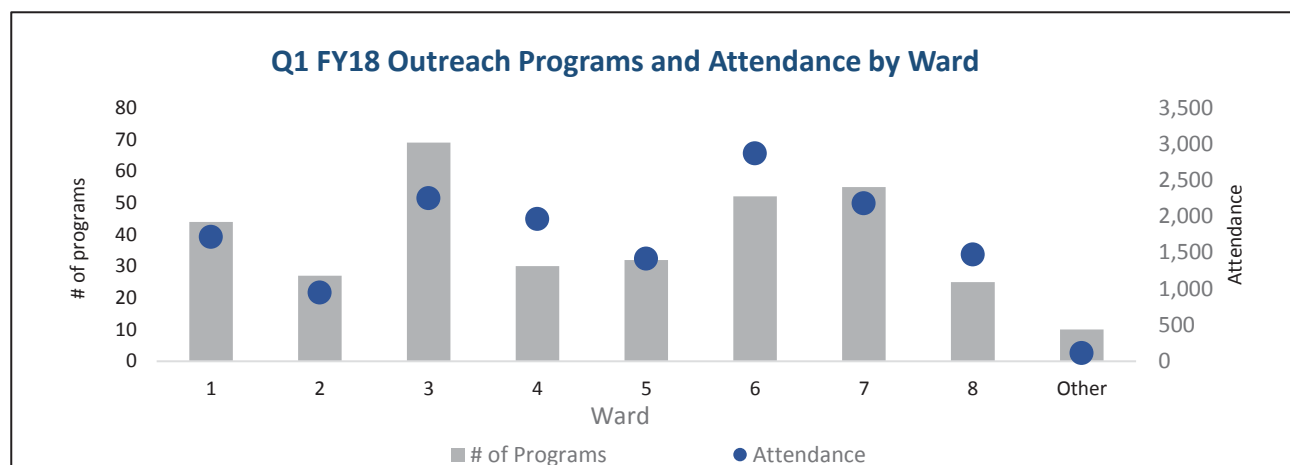
GATE COUNT

| Ward | Location | Q1 FY15 | Q1 FY16 | Q1 FY17 | Q1 FY18 |
|-----------------------|--|----------------|----------------|----------------|----------------|
| 1 | Mt. Pleasant | 59,251 | 59,032 | 60,886 | 59,814 |
| Ward 1 Totals | | 59,251 | 59,032 | 60,886 | 59,814 |
| 2 | Martin Luther King, Jr. Memorial Library | 162,550 | 145,689 | 133,135 | |
| 2 | Library Express | | | | 26,906 |
| 2 | Georgetown | 32,579 | 30,714 | 28,953 | 37,649 |
| 2 | West End | 22,078 | 23,023 | 19,370 | 20,779 |
| Ward 2 Totals | | 217,207 | 199,426 | 181,458 | 85,334 |
| 3 | Chevy Chase | 27,751 | 14,812 | 35,339 | 37,196 |
| 3 | Cleveland Park | 59,067 | 45,835 | 12,685 | 17,239 |
| 3 | Palisades | 24,610 | 23,130 | 22,661 | |
| 3 | Tenley-Friendship | 54,800 | 56,473 | 57,431 | 59,645 |
| Ward 3 Totals | | 166,228 | 140,250 | 128,116 | 114,080 |
| 4 | Petworth | 38,890 | 40,151 | 40,184 | 39,744 |
| 4 | Shepherd Park (Juanita E. Thornton) | 21,784 | 9,614 | 19,619 | 23,078 |
| 4 | Takoma Park | 21,473 | 21,125 | 18,025 | 16,090 |
| Ward 4 Totals | | 82,147 | 70,890 | 77,828 | 78,912 |
| 5 | Lamond-Riggs | 24,125 | 25,515 | 24,278 | 27,202 |
| 5 | Woodridge | 17,469 | 18,863 | 34,421 | 41,833 |
| Ward 5 Totals | | 41,594 | 44,378 | 58,699 | 69,035 |
| 6 | Northeast | 29,922 | 28,747 | 28,549 | 30,011 |
| 6 | Northwest One | 22,599 | 19,696 | 20,133 | 22,458 |
| 6 | Rosedale | 22,763 | 20,229 | 18,374 | 21,901 |
| 6 | Shaw (Watha T. Daniel) | 50,880 | 48,730 | 49,360 | 61,886 |
| 6 | Southeast | 36,363 | 34,938 | 34,010 | 38,620 |
| 6 | Southwest | 25,231 | 23,748 | 23,614 | 22,905 |
| Ward 6 Totals | | 187,758 | 176,088 | 174,040 | 197,781 |
| 7 | Benning (Dorothy I. Height) | 49,329 | 45,164 | 57,686 | 48,054 |
| 7 | Capitol View | 23,813 | 22,081 | 30,136 | 1,073 |
| 7 | Deanwood | 24,299 | 20,407 | 20,215 | 22,816 |
| 7 | Francis Gregory | 27,424 | 26,790 | 23,667 | 25,338 |
| Ward 7 Totals | | 124,865 | 114,442 | 131,704 | 97,281 |
| 8 | Anacostia | 44,447 | 40,668 | 40,276 | 39,596 |
| 8 | Bellevue (William O. Lockridge) | 25,649 | 24,865 | 24,012 | 24,084 |
| 8 | Parklands-Turner | 35,512 | 34,593 | 31,608 | 33,705 |
| Ward 8 Totals | | 105,608 | 100,126 | 95,896 | 97,385 |
| DCPL total | | 984,658 | 904,632 | 908,627 | 799,622 |
| Percent Change | | | -8.13% | 0.44% | -12.00% |



| | 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 | | | | 799,622 |

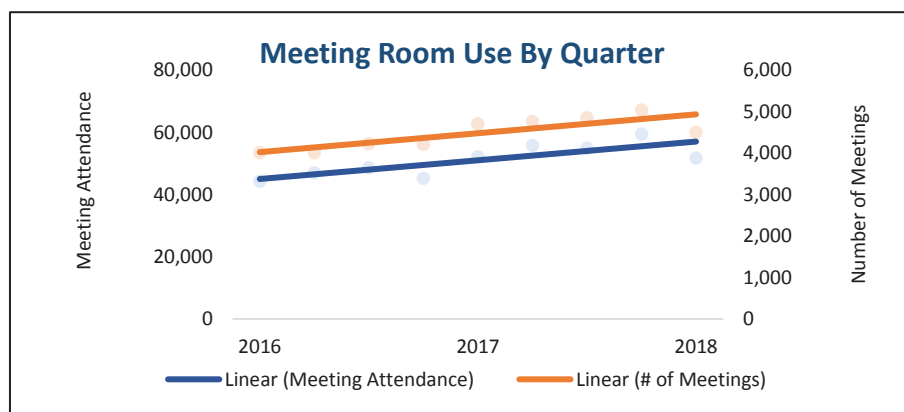
OUTREACH



| Ward | Programs | | Attendance | |
|-----------------|------------|--------------|---------------|---------------|
| | Q1 FY17 | Q1 FY18 | Q1 FY17 | Q1 FY18 |
| 1 | 31 | 44 | 1,124 | 1,716 |
| 2 | 42 | 27 | 2,066 | 949 |
| 3 | 52 | 69 | 1,397 | 2,249 |
| 4 | 43 | 30 | 1,459 | 1,962 |
| 5 | 32 | 32 | 3,084 | 1,417 |
| 6 | 78 | 52 | 3,473 | 2,870 |
| 7 | 37 | 55 | 1,155 | 2,179 |
| 8 | 17 | 25 | 1,240 | 1,475 |
| Other | 0 | 10 | 0 | 111 |
| Total | 332 | 344 | 14,998 | 14,928 |
| % Change | | 3.61% | | -0.47% |

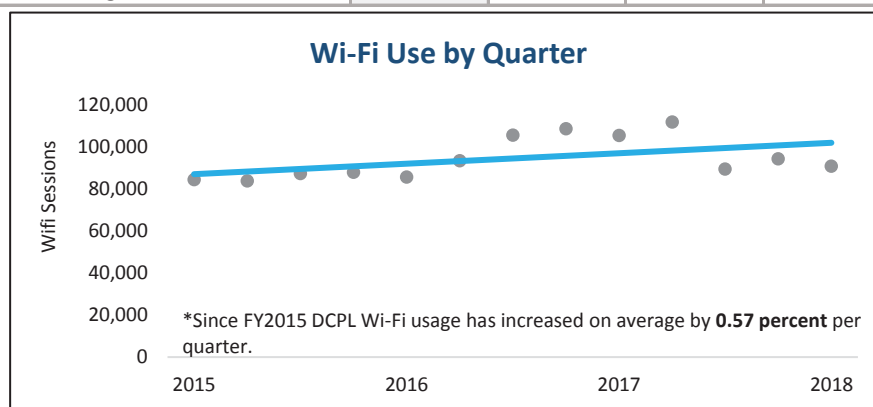
MEETING AND STUDY ROOM USE AND ATTENDANCE

| Ward | Location | Meetings | | Meeting Attendance | | Study Sessions | |
|-----------------------|---------------------------------|--------------|--------------|--------------------|---------------|----------------|---------------|
| | | Q1 FY17 | Q1 FY18 | Q1 FY17 | Q1 FY18 | Q1 FY17 | Q1 FY18 |
| 1 | Mt. Pleasant | 1,097 | 459 | 5,654 | 5,379 | 672 | 702 |
| Ward 1 Totals | | 1,097 | 459 | 5,654 | 5,379 | 672 | 702 |
| 2 | MLK Jr. Memorial Library | 588 | | 5,026 | | | |
| 2 | Library Express | | 174 | | 379 | | 160 |
| 2 | Georgetown | 139 | 167 | 3,375 | 1,432 | 372 | 607 |
| 2 | West End | | 34 | | 200 | | 165 |
| Ward 2 Totals | | 727 | 375 | 8,401 | 2,011 | 372 | 932 |
| 3 | Chevy Chase | 106 | 159 | 390 | 722 | | |
| 3 | Cleveland Park | | | | | | |
| 3 | Palisades | 36 | | 404 | | | |
| 3 | Tenley-Friendship | 108 | 121 | 1,169 | 1,435 | 1,280 | 1,441 |
| Ward 3 Totals | | 250 | 280 | 1,963 | 2,157 | 1,280 | 1,441 |
| 4 | Petworth | 319 | 228 | 1,931 | 315 | 450 | 573 |
| 4 | Shepherd Park (Juanita E. | 204 | 269 | 2,326 | 1,421 | 333 | 539 |
| 4 | Takoma Park | 88 | 165 | 242 | 603 | | |
| Ward 4 Totals | | 611 | 662 | 4,499 | 2,339 | 783 | 1,112 |
| 5 | Lamond-Riggs | 212 | 359 | 3,095 | 5,567 | 189 | 203 |
| 5 | Woodridge | 157 | 282 | 6,914 | 7,353 | 543 | 615 |
| Ward 5 Totals | | 369 | 641 | 10,009 | 12,920 | 732 | 818 |
| 6 | Northeast | 166 | 202 | 1,681 | 2,189 | 703 | 686 |
| 6 | Northwest One | 18 | 2 | 329 | 65 | | |
| 6 | Rosedale | | | | | | |
| 6 | Shaw (Watha T. Daniel) | 201 | 242 | 1,446 | 3,315 | 1,376 | 1,794 |
| 6 | Southeast | 53 | 72 | 2,130 | 1,720 | | |
| 6 | Southwest | 38 | 52 | 512 | 500 | 153 | 179 |
| Ward 6 Totals | | 476 | 570 | 6,098 | 7,789 | 2,232 | 2,659 |
| 7 | Benning (Dorothy I. Height) | 280 | 581 | 3,774 | 8,290 | 1,053 | 1,255 |
| 7 | Capitol View | 91 | | 1,053 | | | |
| 7 | Deanwood | | | | | | |
| 7 | Francis Gregory | 200 | 252 | 1,377 | 991 | 363 | 573 |
| Ward 7 Totals | | 571 | 833 | 6,204 | 9,281 | 1,416 | 1,828 |
| 8 | Anacostia | 389 | 460 | 5,971 | 6,066 | 316 | 594 |
| 8 | Bellevue (William O. Lockridge) | 217 | 222 | 3,331 | 3,772 | 184 | 273 |
| 8 | Parklands-Turner | | | | | | |
| Ward 8 Totals | | 606 | 682 | 9,302 | 9,838 | 500 | 867 |
| DCPL Total | | 4,707 | 4,502 | 52,130 | 51,714 | 7,987 | 10,359 |
| Percent Change | | | -4% | | -1% | | 30% |



CUSTOMER ACCESS TO WI-FI

| Ward | Location | Q1 FY15 | Q1 FY16 | Q1 FY17 | Q1 FY18 |
|-----------------------|--|---------------|---------------|----------------|----------------|
| 1 | Mt. Pleasant | 5,706 | 5,091 | 5,928 | 6,712 |
| Ward 1 Totals | | 5,706 | 5,091 | 5,928 | 6,712 |
| 2 | Martin Luther King, Jr. Memorial Library | 21,344 | 24,586 | 25,191 | |
| 2 | Library Express | | | | 3,617 |
| 2 | Georgetown | 4,304 | 4,100 | 5,375 | 6,059 |
| 2 | West End | 753 | 748 | 1,005 | 1,745 |
| Ward 2 Totals | | 26,401 | 29,434 | 31,571 | 11,421 |
| 3 | Chevy Chase | 1,403 | 880 | 2,873 | 3,499 |
| 3 | Cleveland Park | 1,856 | 1,560 | 1,056 | 1,699 |
| 3 | Palisades | 1,126 | 1,099 | 1,381 | |
| 3 | Tenley-Friendship | 3,622 | 3,738 | 5,007 | 4,229 |
| Ward 3 Totals | | 8,007 | 7,277 | 10,317 | 9,427 |
| 4 | Petworth | 6,110 | 5,036 | 6,613 | 6,970 |
| 4 | Shepherd Park (Juanita E. Thornton) | 1,615 | 611 | 1,877 | 2,289 |
| 4 | Takoma Park | 854 | 1,080 | 1,510 | 1,340 |
| Ward 4 Totals | | 8,579 | 6,727 | 10,000 | 10,599 |
| 5 | Lamond-Riggs | 1,673 | 1,728 | 1,917 | 2,031 |
| 5 | Woodridge | 3,273 | 1,366 | 3,835 | 5,165 |
| Ward 5 Totals | | 4,946 | 3,094 | 5,752 | 7,196 |
| 6 | Northeast | 1,984 | 2,265 | 3,859 | 4,229 |
| 6 | Northwest One | 1,490 | 1,604 | 1,715 | 1,652 |
| 6 | Rosedale | 1,106 | 1,220 | 1,476 | 1,668 |
| 6 | Shaw (Watha T. Daniel) | 5,656 | 5,274 | 7,420 | 9,317 |
| 6 | Southeast | 2,500 | 2,398 | 3,221 | 3,661 |
| 6 | Southwest | 1,335 | 1,471 | 1,742 | 2,584 |
| Ward 6 Totals | | 14,071 | 14,232 | 19,433 | 23,111 |
| 7 | Benning (Dorothy I. Height) | 1,512 | 4,637 | 5,714 | 5,915 |
| 7 | Capitol View | 1,898 | 1,756 | 1,893 | 215 |
| 7 | Deanwood | 1,200 | 1,307 | 1,412 | 1,624 |
| 7 | Francis Gregory | 2,188 | 2,099 | 2,145 | 2,487 |
| Ward 7 Totals | | 6,798 | 9,799 | 11,164 | 10,241 |
| 8 | Anacostia | 4,048 | 3,801 | 4,340 | 4,598 |
| 8 | Bellevue (William O. Lockridge) | 2,172 | 2,366 | 2,542 | 2,557 |
| 8 | Parklands-Turner | 3,660 | 3,868 | 4,426 | 4,979 |
| Ward 8 Totals | | 9,880 | 10,035 | 11,308 | 12,134 |
| DCPL Total | | 84,388 | 85,689 | 105,473 | 90,841 |
| Percent Change | | | 1.54% | 23.09% | -13.87% |

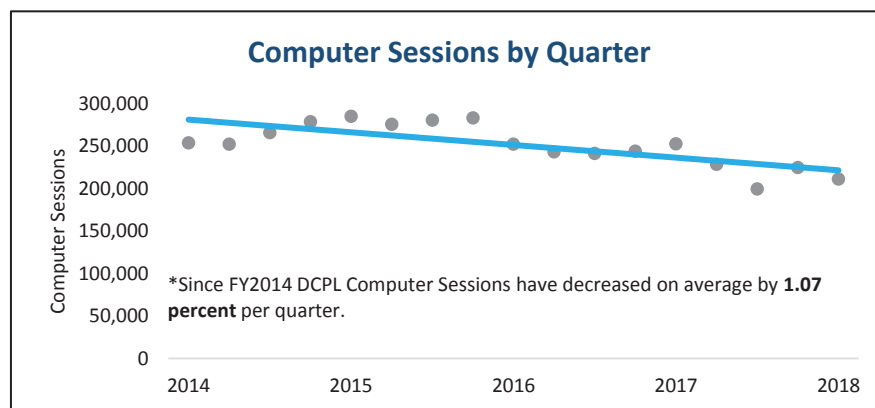


| | Q1 | Q2 | Q3 | Q4 | Total |
|--------|---------------|---------|---------|---------|----------------|
| FY2015 | 84,388 | 83,871 | 87,306 | 87,916 | 343,481 |
| FY2016 | 85,689 | 93,469 | 105,611 | 108,699 | 393,468 |
| FY2017 | 105,473 | 111,816 | 89,442 | 94,437 | 401,168 |
| FY2018 | 90,841 |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

COMPUTER SESSIONS

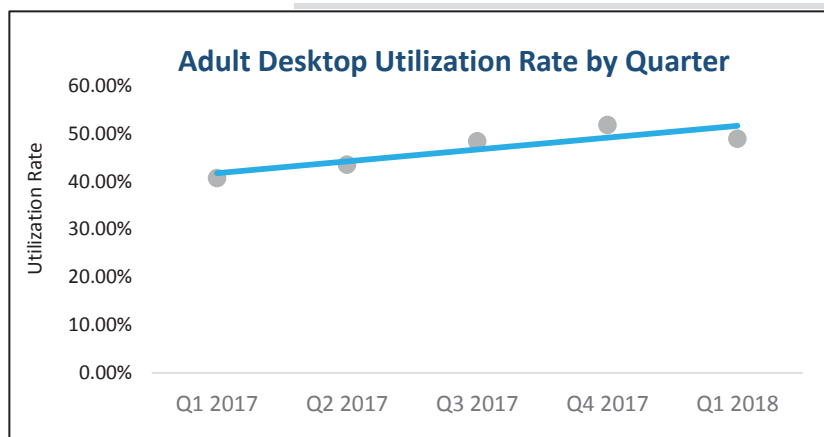
Adult Desktop
Utilization Rate

| Ward | Location | Q1 FY15 | Q1 FY16 | Q1 FY17 | Q1 FY18 | Adult Desktop Utilization Rate |
|-----------------------|--|----------------|----------------|----------------|----------------|-----------------------------------|
| 1 | Mt. Pleasant | 17,107 | 13,601 | 12,135 | 13,998 | 58.76% |
| Ward 1 Totals | | 17,107 | 13,601 | 12,135 | 13,998 | 58.76% |
| 2 | Martin Luther King, Jr. Memorial Library | 58,845 | 49,105 | 54,060 | | |
| 2 | Library Express | | | | 6,192 | 65.82% |
| 2 | Georgetown | 8,594 | 5,707 | 6,975 | 7,068 | 38.56% |
| 2 | West End | 2,636 | 5,421 | 2,661 | 4,368 | 38.27% |
| Ward 2 Totals | | 70,075 | 60,233 | 63,696 | 17,628 | 47.34% |
| 3 | Chevy Chase | 5,658 | 1,321 | 2,780 | 4,016 | 50.15% |
| 3 | Cleveland Park | 5,150 | 3,291 | 1,408 | 1,869 | |
| 3 | Palisades | 3,627 | 1,432 | 1,280 | | |
| 3 | Tenley-Friendship | 12,655 | 10,794 | 10,093 | 9,858 | 51.00% |
| Ward 3 Totals | | 27,090 | 16,838 | 15,561 | 15,743 | 33.99% |
| 4 | Petworth | 17,571 | 12,111 | 11,382 | 10,938 | 44.66% |
| 4 | Shepherd Park (Juanita E. Thornton) | 9,577 | 2,111 | 5,696 | 6,593 | 45.58% |
| 4 | Takoma Park | 4,773 | 6,816 | 5,311 | 3,658 | 50.87% |
| Ward 4 Totals | | 31,921 | 21,038 | 22,389 | 21,189 | 46.84% |
| 5 | Lamond-Riggs | 5,183 | 5,234 | 5,786 | 7,154 | 62.29% |
| 5 | Woodridge | 10,855 | 9,748 | 11,137 | 13,474 | 50.51% |
| Ward 5 Totals | | 16,038 | 14,982 | 16,923 | 20,628 | 56.34% |
| 6 | Northeast | 8,948 | 8,170 | 7,568 | 8,485 | 55.98% |
| 6 | Northwest One | 6,273 | 8,469 | 7,699 | 9,546 | 61.21% |
| 6 | Rosedale | 6,391 | 6,303 | 6,406 | 6,632 | 44.43% |
| 6 | Shaw (Watha T. Daniel) | 18,201 | 15,409 | 15,140 | 18,939 | 69.70% |
| 6 | Southeast | 4,379 | 4,778 | 4,958 | 8,078 | 62.45% |
| 6 | Southwest | 5,933 | 5,528 | 5,614 | 7,356 | 60.13% |
| Ward 6 Totals | | 50,125 | 48,657 | 47,385 | 59,036 | 59.21% |
| 7 | Benning (Dorothy I. Height) | 12,251 | 12,231 | 12,295 | 14,493 | 58.80% |
| 7 | Capitol View | 7,150 | 8,176 | 8,050 | 466 | 1.97% |
| 7 | Deanwood | 6,242 | 7,921 | 7,227 | 6,090 | 39.85% |
| 7 | Francis Gregory | 11,934 | 11,225 | 10,761 | 7,759 | 29.16% |
| Ward 7 Totals | | 37,577 | 39,553 | 38,333 | 28,808 | 40.86% |
| 8 | Anacostia | 17,677 | 14,850 | 13,492 | 12,217 | 47.50% |
| 8 | Bellevue (William O. Lockridge) | 9,539 | 14,625 | 12,829 | 10,648 | 40.22% |
| 8 | Parklands-Turner | 7,997 | 8,168 | 10,150 | 11,497 | 58.23% |
| Ward 8 Totals | | 35,213 | 37,643 | 36,471 | 34,362 | 48.64% |
| DCPL Total | | 285,146 | 252,545 | 252,893 | 211,392 | 49.03% |
| Percent Change | | | -11.43% | 0.14% | -16.41% | |



| | 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 | | | | 211,392 |

COMPUTER UTILIZATION



| | Q1 | Q2 | Q3 | Q4 | Total |
|--------|--------|--------|--------|--------|--------|
| FY2017 | 40.74% | 43.56% | 48.48% | 51.87% | 46.12% |
| FY2018 | 49.00% | | | | |

ONLINE ENGAGEMENT

| | Q1 | Q2 | Q3 | Q4 | FY18 Total |
|-------------------------------------|-----------|----|----|----|------------|
| Impressions | 1,548,473 | | | | 1,548,473 |
| Engagement | 180,756 | | | | 180,756 |
| Engagement Rate | 11.67% | | | | 11.67% |
| New Website Visits (Sessions) | 591,920 | | | | 591,920 |
| Overall Visits (Sessions) | 965,583 | | | | 965,583 |
| New Visits as a % of overall visits | 61.30% | | | | 61.30% |

BUSINESS SERVICES

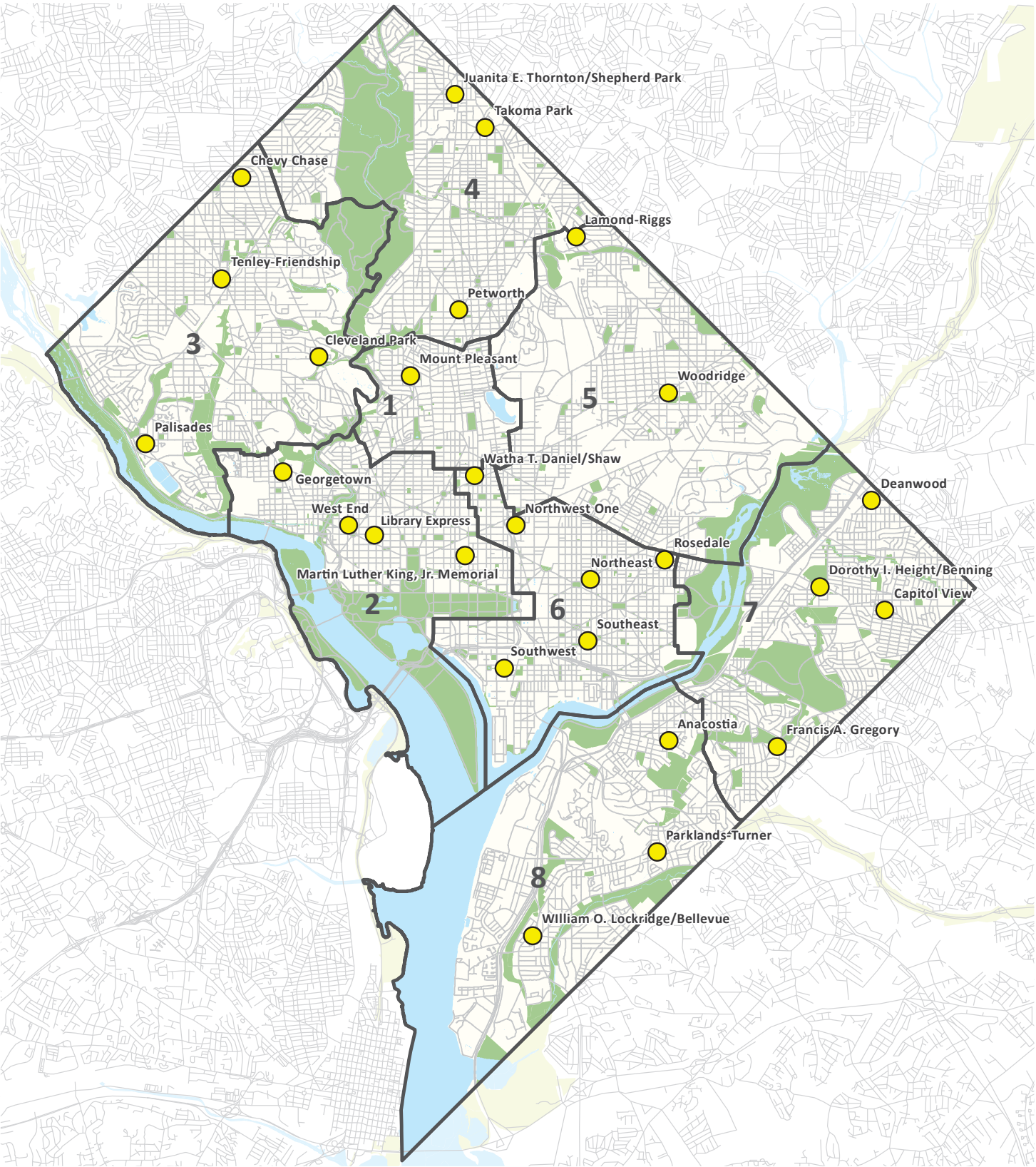
Hours of Unplanned Closure

| Branch | Q1 | Q2 | Q3 | Q4 | FY18 Total |
|----------------------------|------------|----|----|----|------------|
| Anacostia | 1.5 | | | | 1.5 |
| Capitol View | 0.5 | | | | 0.5 |
| Cleveland Park | 11.5 | | | | 11.5 |
| Deanwood (Co-located) | 22.5 | | | | 22.5 |
| Dorothy I. Height/Benning | 1 | | | | 1 |
| Northwest One (Co-located) | 49.5 | | | | 49.5 |
| Petworth | 23 | | | | 23 |
| Rosedale (Co-located) | 1.5 | | | | 1.5 |
| Takoma Park | 122 | | | | 122 |
| Total | 233 | | | | 233 |

Human Resources Data

| | Quarterly Statistics | | | Year to Date Statistics | | |
|--------------------------------------|----------------------|-----------|------------|-------------------------|----------|----------|
| | Q1 FY17 | Q1 FY18 | % Change | YTD FY17 | YTD FY18 | % Change |
| Vacancy Rate | 4.92% | 7.00% | 42% | | | |
| # Staff of Extended Leave New | 23 | 25 | 9% | 23 | 25 | 9% |
| # Staff on Extended Leave (Cont.) | 33 | 45 | 36% | | | |
| Total Staff on Extended Leave | 56 | 70 | 25% | | | |

Map of DC Public Libraries by Ward



DCPL PERFORMANCE REPORT DATA GLOSSARY

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

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.