

LIBRARY SERVICES

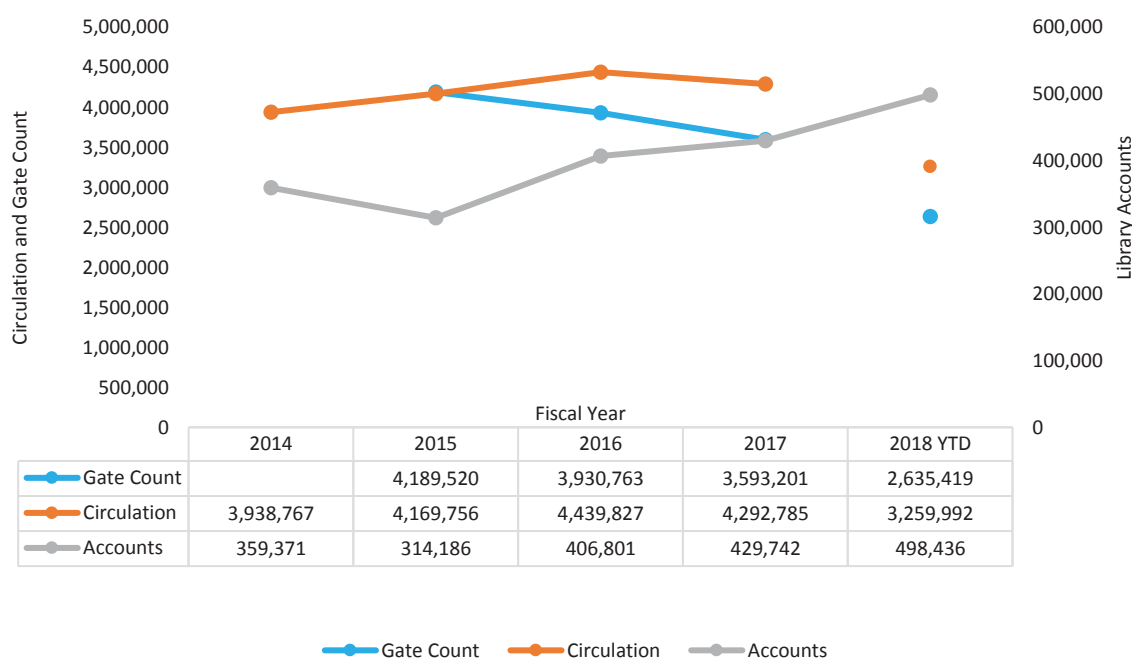
QUARTERLY PERFORMANCE REPORT

Q3 FY18

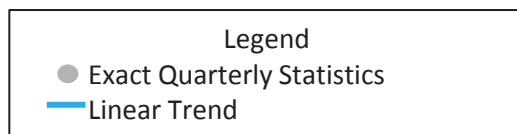
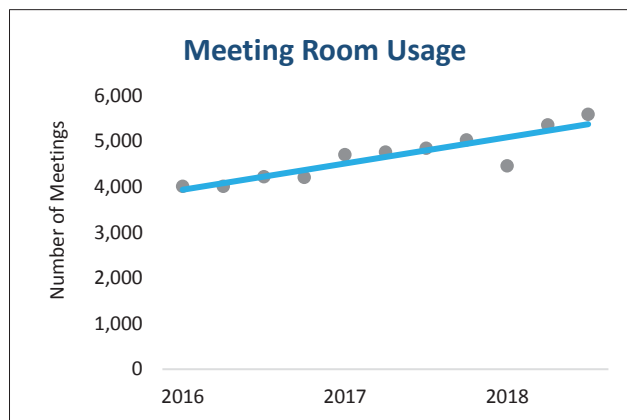
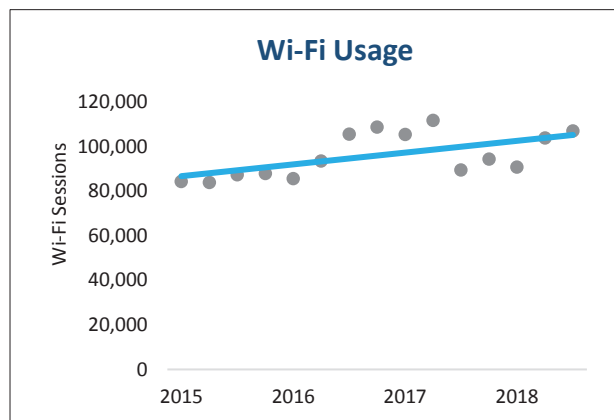
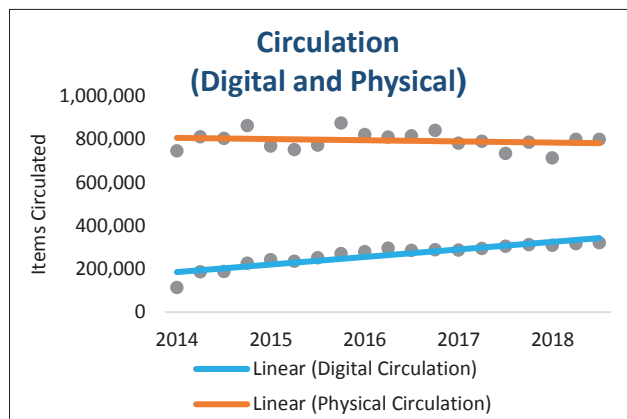
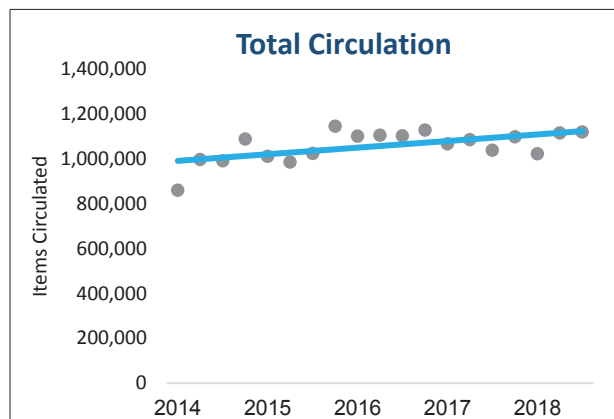
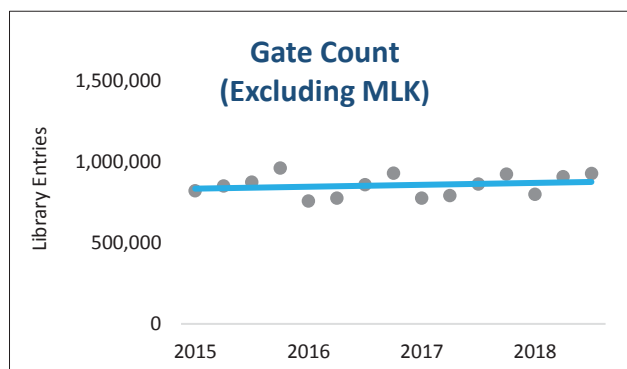
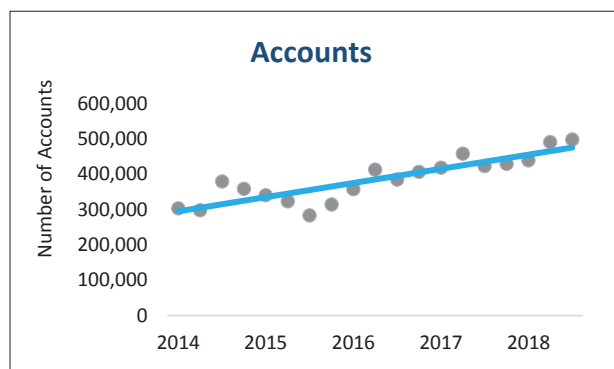
EXECUTIVE SUMMARY

- Gate count, Wi-Fi use and computer sessions are up compared to last year.
- DC Reads was a month long program in May 2018 that brought the city together to read and discuss one book. This year's novel, *The Refugees*, by Viet Thanh Nguyen, was the second most circulated fiction title with 329 physical circulations.
- Kanopy, a new digital offering, was introduced in April. For the quarter, the 6,223 videos viewed represent 2 percent of total digital circulation.
- The Fab Lab pop-up in Ward 6 opened in late June. Attendance there is included under outreach, as is attendance at the jail library, as these locations do not have gate counters.
- A correction is included to an error found in tracking outreach sessions and attendance by Ward. The report now reflects that some programs and attendance that had been attributed to Ward 6 (including activities at D.C. General and the jail library) are actually taking place in Ward 7.
- The way Books from Birth data is displayed is updated for clarity. In addition, the population data used for "eligible children" is updated and corrected. The population data now reflects children under the age of five based on the 2012-2016 5-year American Community Survey. As a result, the number used for the number of eligible children citywide is reduced and the population figure for the number of eligible children in target areas is increased.

Key Performance Metrics by Fiscal Year



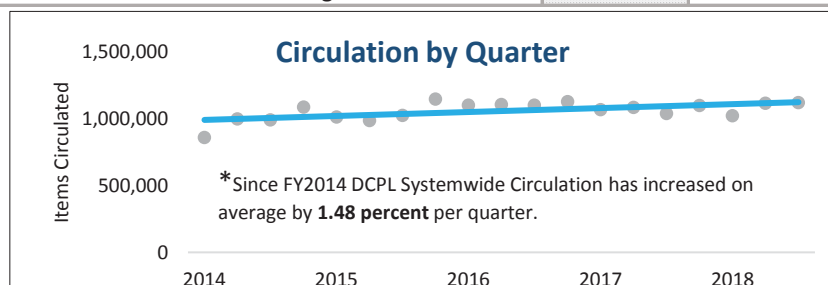
SUMMARY OF HISTORICAL TRENDS



CIRCULATION

Q3 FY18

Ward	Location	Q3 FY15	Q3 FY16	Q3 FY17	Physical Circ	Digital Library
1	Mt. Pleasant	56,904	59,338	65,323	73,438	35,209
Ward 1 Totals		56,904	59,338	65,323	73,438	35,209
2	MLK JR. Memorial Library/System-Wide Self Checkouts/Mobile App	214,523	234,772	116,769	494	6,669
2	Library Express/Center for Accessibility				8,631	3,441
2	Georgetown	38,376	41,909	45,209	45,472	21,960
2	West End	12,330	17,594	17,798	40,021	20,790
Ward 2 Totals		265,229	294,275	179,776	94,618	52,860
3	Chevy Chase	39,724	34,593	41,045	52,412	15,293
3	Cleveland Park	54,500	53,757	35,689	44,907	25,542
3	Palisades	24,665	20,980	6,207	32,111	7,775
3	Tenley-Friendship	56,428	62,079	69,501	76,470	27,826
Ward 3 Totals		175,317	171,409	152,442	205,900	76,436
4	Petworth	34,789	31,291	34,638	42,133	14,235
4	Shepherd Park (Juanita E. Thornton)	16,316	12,955	15,600	16,474	5,322
4	Takoma Park	18,306	18,399	19,863	23,561	10,756
Ward 4 Totals		69,411	62,645	70,101	82,168	30,313
5	Lamond-Riggs	12,481	13,170	13,132	14,494	4,920
5	Woodridge	12,060	13,579	38,165	49,324	9,759
Ward 5 Totals		24,541	26,749	51,297	63,818	14,679
6	Northeast	31,009	32,895	35,902	50,229	16,647
6	Northwest One	5,290	5,549	10,460	9,299	7,206
6	Rosedale	9,377	9,714	9,085	12,116	2,463
6	Shaw (Watha T. Daniel)	27,208	29,550	42,986	49,690	37,528
6	Southeast	29,342	35,264	37,165	44,884	22,426
6	Southwest	16,934	18,564	15,378	17,690	8,465
Ward 6 Totals		119,160	131,536	150,976	183,908	94,735
7	Benning (Dorothy I. Height)	12,589	14,762	14,932	13,603	1,282
7	Capitol View	8,039	12,135	1,057	13,292	1,062
7	Deanwood	4,877	4,143	8,002	10,708	908
7	Francis Gregory	7,682	9,081	8,252	12,276	4,464
Ward 7 Total		33,187	40,121	32,243	49,879	7,716
8	Anacostia	10,448	11,996	7,981	9,030	5,674
8	Bellevue (William O. Lockridge)	7,338	8,068	8,468	8,583	2,457
8	Parklands-Turner	11,619	10,221	10,624	10,264	1,712
Ward 8 Totals		29,405	30,285	27,073	27,877	9,843
Jail Library				5,668	17,394	
Libraries Subtotal		773,154	816,358	734,899	799,000	321,791
Digital Library		251,269	286,583	304,788	321,791	
DCPL Total		1,024,423	1,102,941	1,039,687	1,120,791	
Percent Change			7.66%	-5.74%	7.80%	



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.

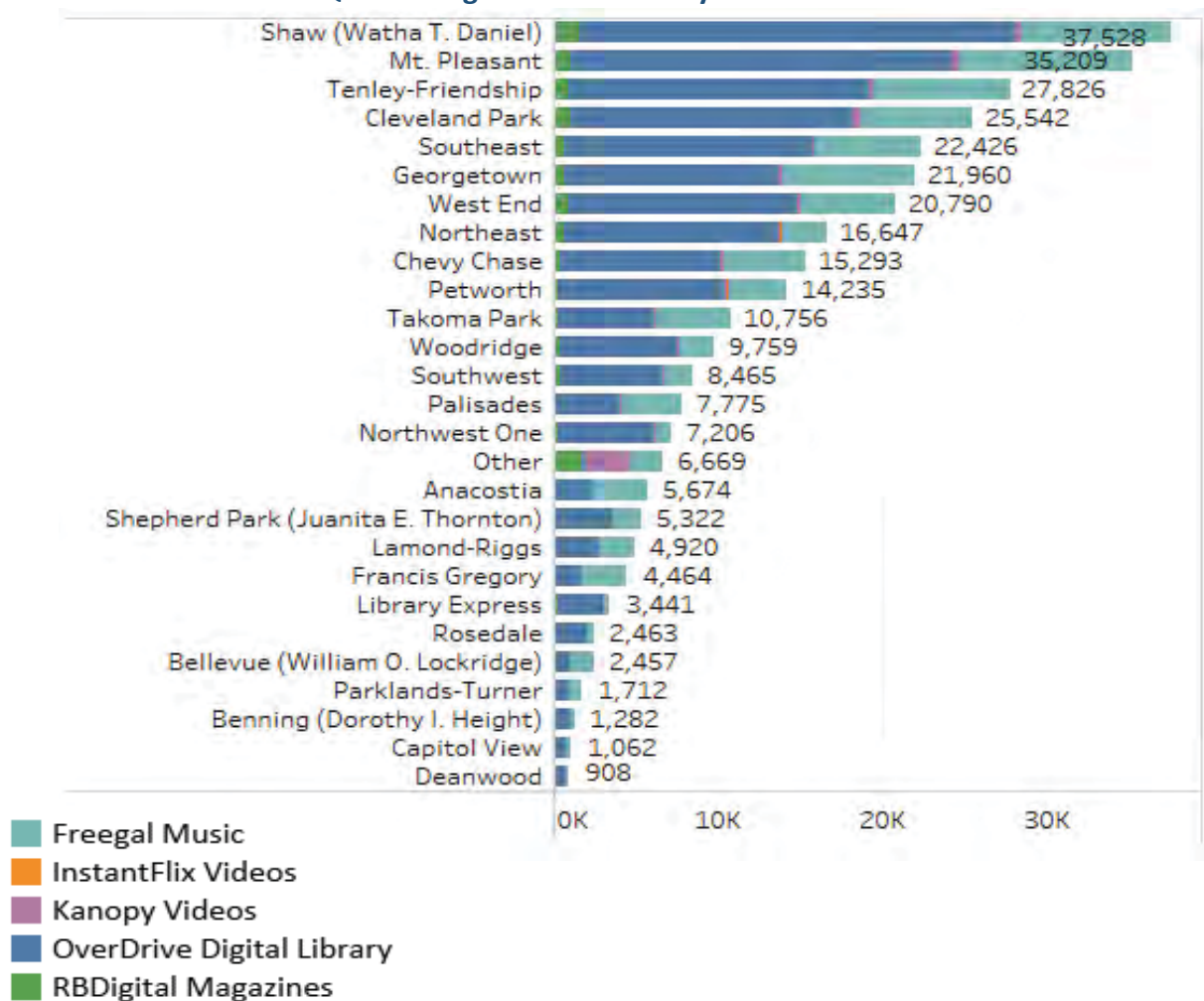
*Martin Luther King Jr. Memorial Library/SystemWide Self Check is attributed to circulation performed using the the mobile Boopsie application.

*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 YTD	1,023,328	1,115,873	1,120,791		3,259,992

CIRCULATION

Q3 FY18 Digital Circulation By Vendor and Branch



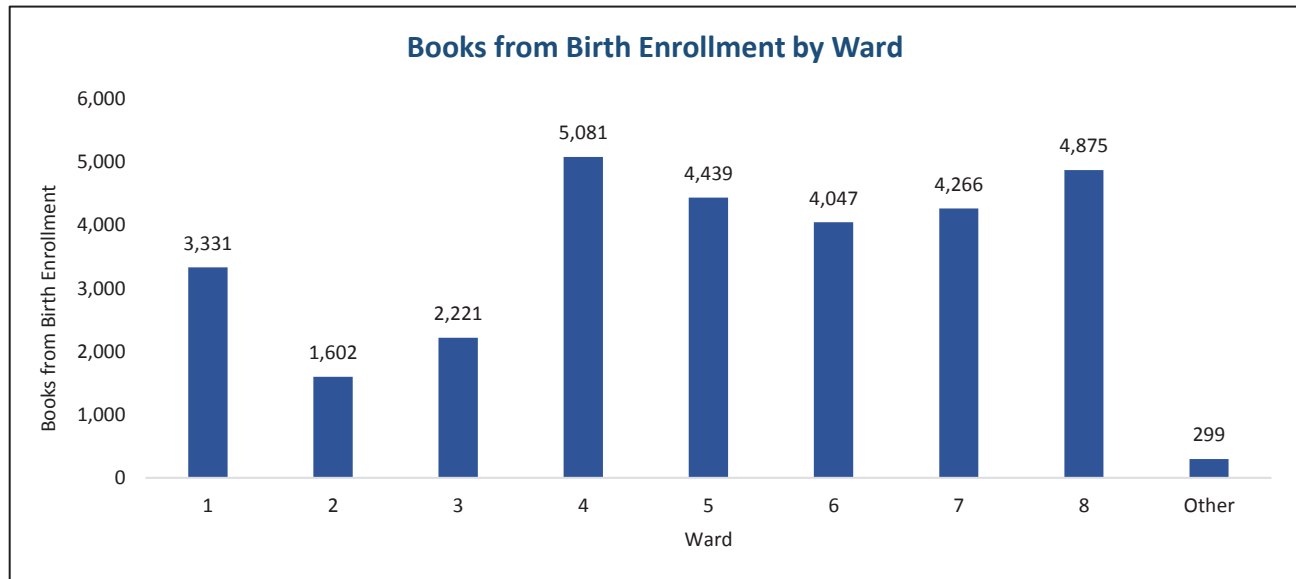
Database Usage

	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		1,465,886

Top Titles - Q3 FY18

Fiction	Physical Circulation	Non-Fiction	Physical Circulation
<i>Little Fires Everywhere: A Novel</i> By Celeste Ng	376	<i>Hillbilly Elegy: A Memoir of a Family and Culture in Crisis</i> By J.D. Vance	284
<i>The Refugees</i> By Viet Thanh Nguyen	329	<i>Born a Crime: Stories from a South African Childhood</i> By Trevor Noah	255
<i>A Big Guy Took My Ball!</i> By Mo Willems	297	<i>Fire and Fury: Inside the Trump White House</i> By Michael Wolff	255
<i>Sing, Unburied, Sing: A Novel</i> By Jesmyn Ward	276	<i>A Higher Loyalty: Truth, Lies and Leadership</i> James B. Comey	185
<i>The Underground Railroad: A Novel</i> By Colson Whitehead	274	<i>Between the World and Me</i> Ta-Nehisi Coates	184

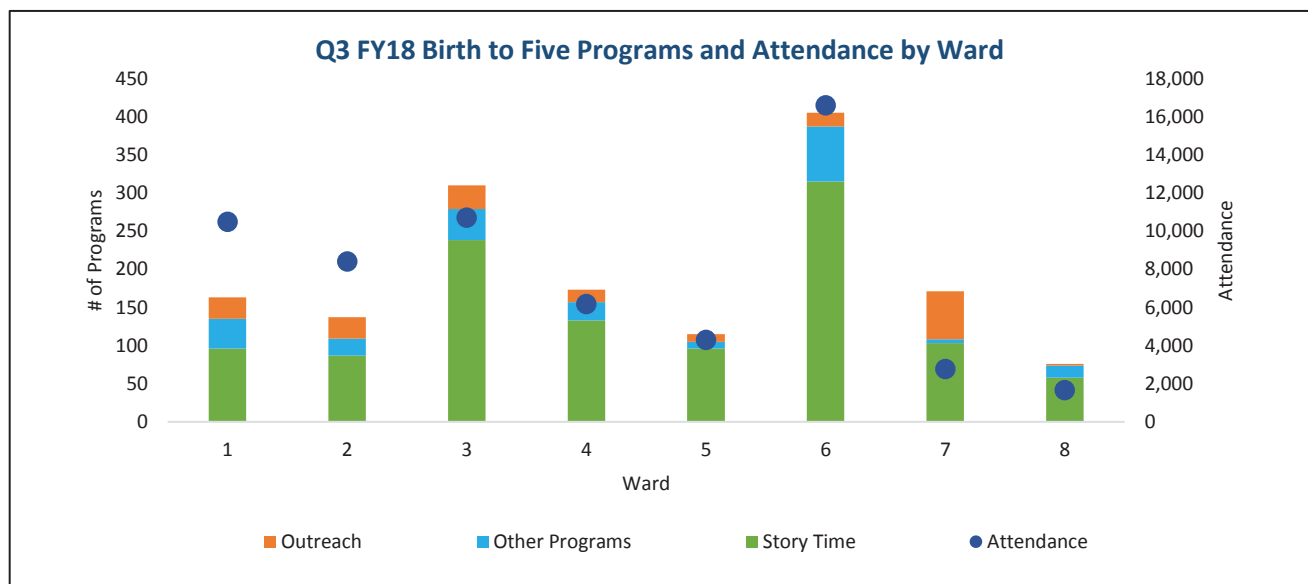
EARLY LITERACY PROGRAMMING



Books from Birth Enrollment by Quarter

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

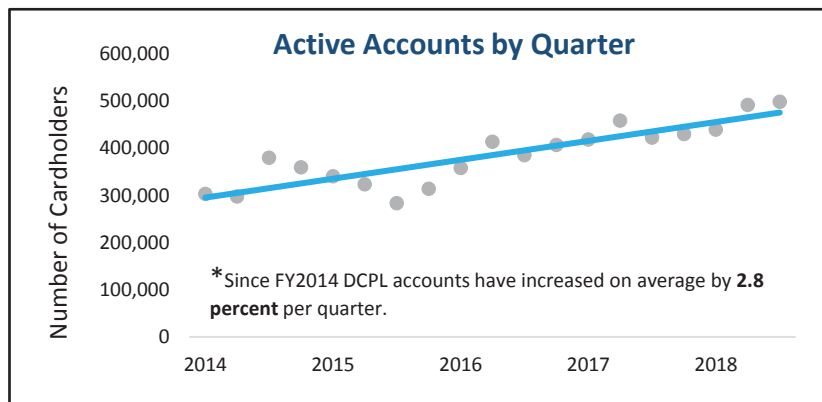
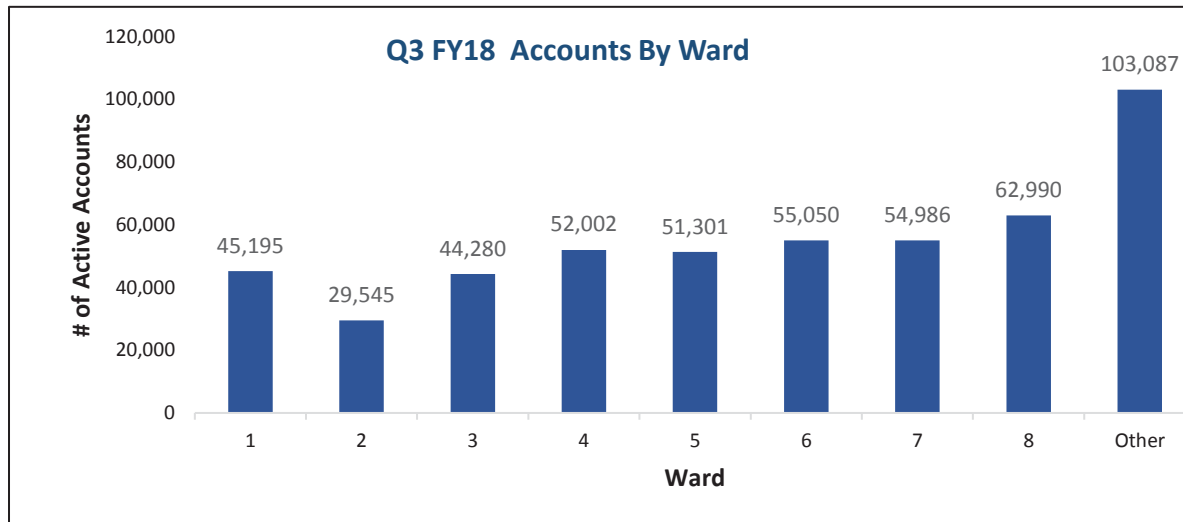
*The number of eligible children citywide and in target areas is according to the 2012-2016 5 Year American Communities Survey and the DC Office of Planning.



Birth to Five Programs and Attendance

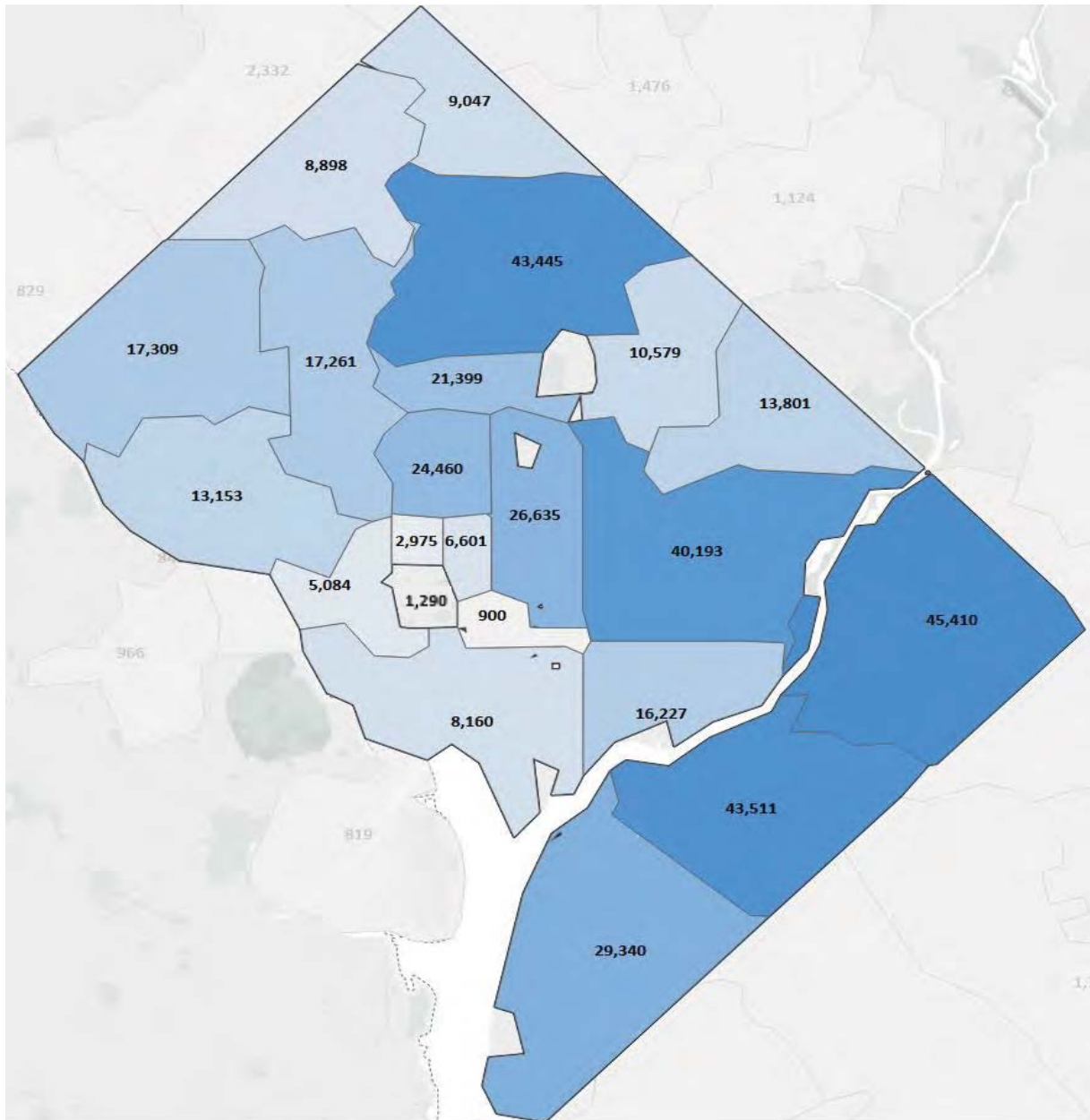
	Story Time Programs		Other Programs		Outreach		Total	
	Programs	Attendance	Programs	Attendance	Programs	Attendance	Programs	Attendance
Q3 FY2017	899	36,913	348	14,412	200	7,358	1,447	58,683
Q3 FY2018	1,126	45,037	228	9,134	196	6,904	1,550	61,075
% Change	25%	22%	-34%	-37%	-2%	-6%	7.12%	4.08%

ACTIVE ACCOUNTS

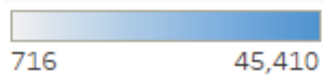


	Q1	Q2	Q3	Q4
FY2014	303,280	297,916	380,142	359,371
FY2015	340,389	323,628	283,407	314,186
FY2016	358,106	413,650	384,992	406,801
FY2017	418,598	458,368	422,946	429,742
FY2018	439,213	491,518	498,436	

ACTIVE ACCOUNTS BY ZIP CODE

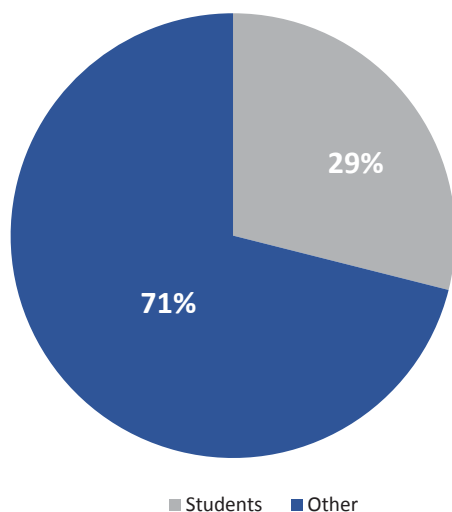


Number of Accounts



STUDENT ACCOUNTS

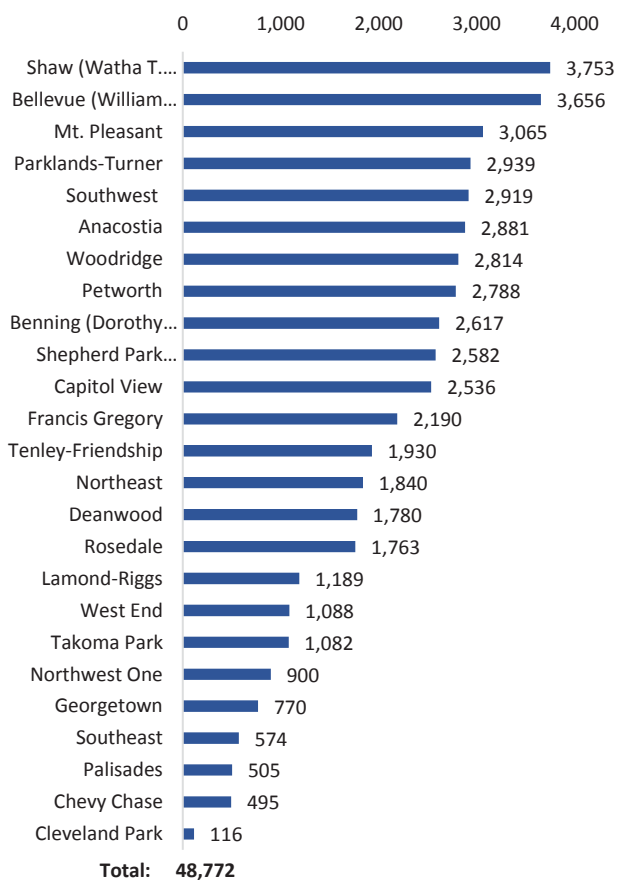
Student Accounts as a Percentage of Total



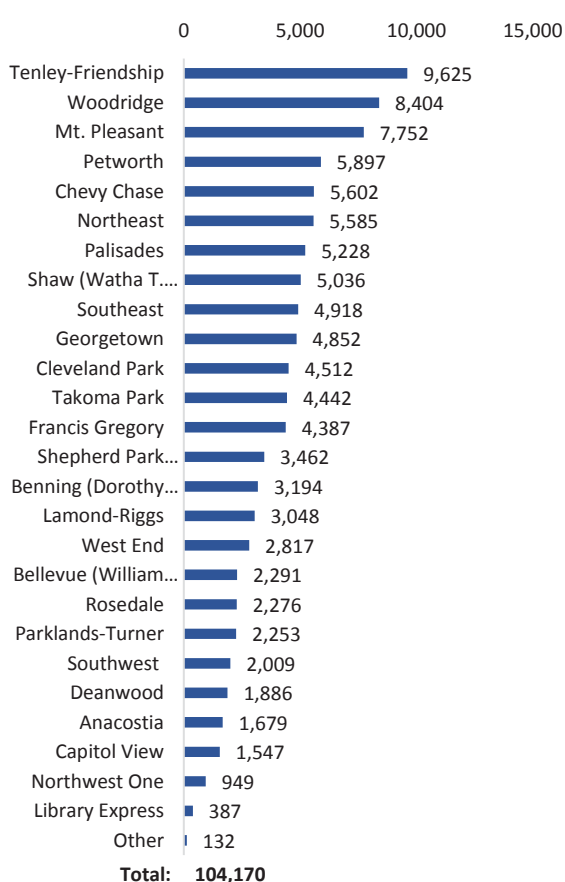
Student Accounts by Zip Code

Zip Code	Student Cardholders
20019	22,447
20020	20,539
20011	18,151
20032	14,198
20002	12,311
20010	6,171
20001	6,050
20018	5,572
20009	4,906
20016	4,669
20003	4,146
20017	3,844
20012	3,449
20015	2,741
20008	2,796
20007	2,479
20024	1,990
20005	792
Other	6,965
Total	144,216

Q3 FY18 Student Computer Sessions

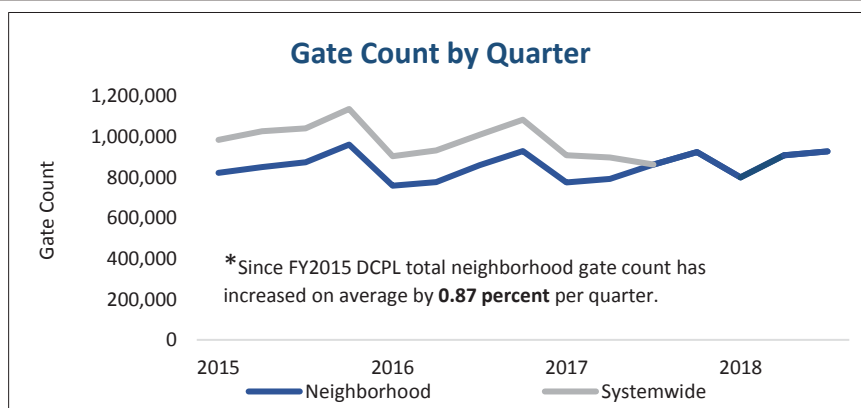


Q3 FY18 Student Circulation



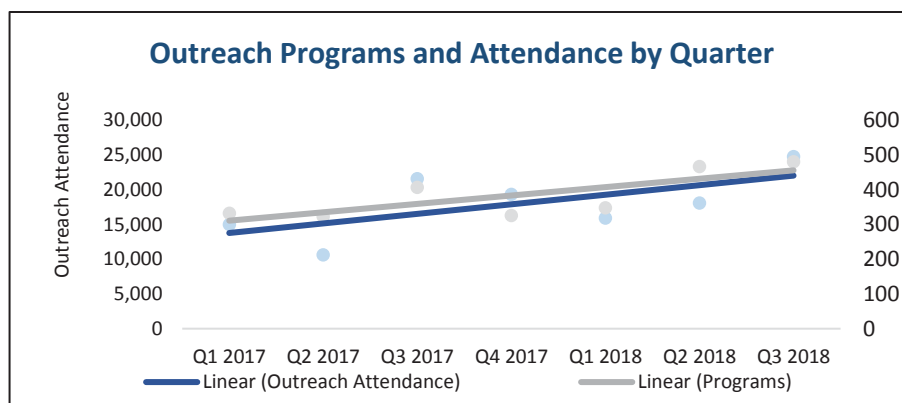
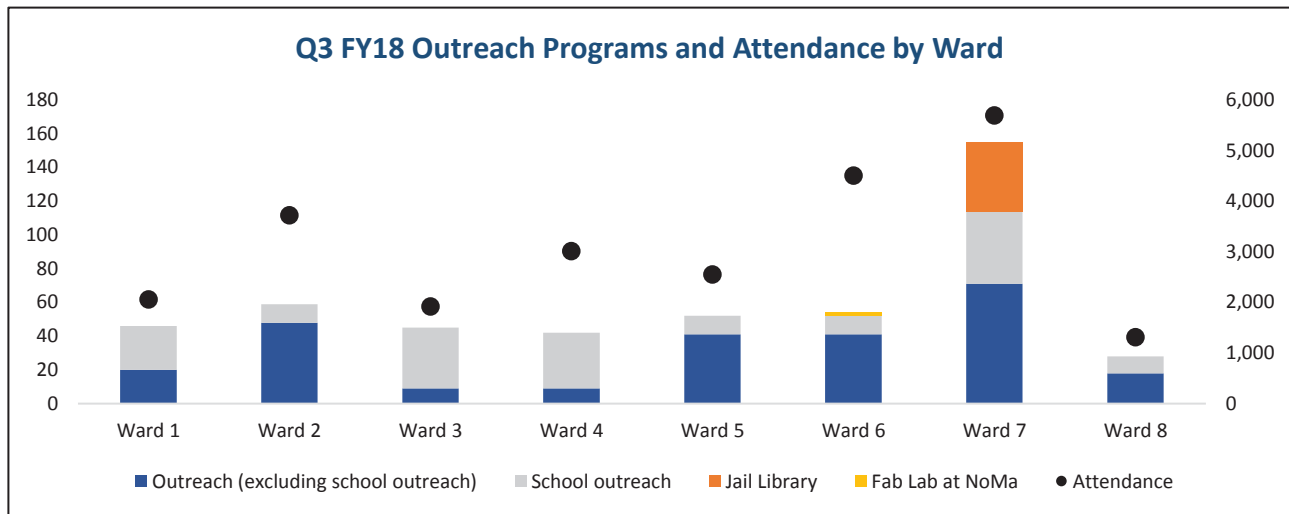
GATE COUNT

Ward	Location	Q3 FY15	Q3 FY16	Q3 FY17	Q3 FY18
1	Mt. Pleasant	54,513	59,592	65,603	62,302
Ward 1 Totals		54,513	59,592	65,603	62,302
2	Martin Luther King, Jr. Memorial Library	167,433	150,429		
2	Library Express			11,617	25,752
2	Georgetown	30,158	34,458	41,985	34,937
2	West End	18,585	22,533	24,390	46,807
Ward 2 Totals		216,176	207,420	77,992	107,496
3	Chevy Chase	35,516	33,235	37,737	38,477
3	Cleveland Park	54,808	61,379	18,777	21,240
3	Palisades	25,622	22,899		26,901
3	Tenley-Friendship	56,775	57,771	65,284	61,784
Ward 3 Totals		172,721	175,284	121,798	148,402
4	Petworth	42,968	46,499	43,689	45,153
4	Shepherd Park (Juanita E. Thornton)	23,834	18,348	24,620	27,439
4	Takoma Park	21,887	20,003	19,064	19,433
Ward 4 Totals		88,689	84,850	87,373	92,025
5	Lamond-Riggs	27,124	28,114	30,070	24,979
5	Woodridge	21,872	21,957	41,083	42,463
Ward 5 Totals		48,996	50,071	71,153	67,442
6	Northeast	31,414	32,637	34,786	39,952
6	Northwest One	23,280	21,608	31,637	25,364
6	Rosedale	26,847	22,347	22,977	27,582
6	Shaw (Watha T. Daniel)	57,741	55,397	67,210	69,655
6	Southeast	39,551	41,671	42,931	41,570
6	Southwest	27,092	25,271	25,015	23,701
Ward 6 Totals		205,925	198,931	224,556	227,824
7	Benning (Dorothy I. Height)	51,684	53,977	52,550	50,927
7	Capitol View	30,065	27,103		17,861
7	Deanwood	25,194	20,993	26,031	22,826
7	Francis Gregory	32,698	29,202	29,072	28,523
Ward 7 Totals		139,641	131,275	107,653	120,137
8	Anacostia	51,751	43,769	43,955	39,401
8	Bellevue (William O. Lockridge)	26,919	24,741	27,040	25,641
8	Parklands-Turner	35,776	33,883	35,516	36,967
Ward 8 Totals		114,446	102,393	106,511	102,009
DCPL total		1,041,107	1,009,816	862,639	927,637
Percent Change			-3.01%	-14.57%	7.53%



	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		2,635,419

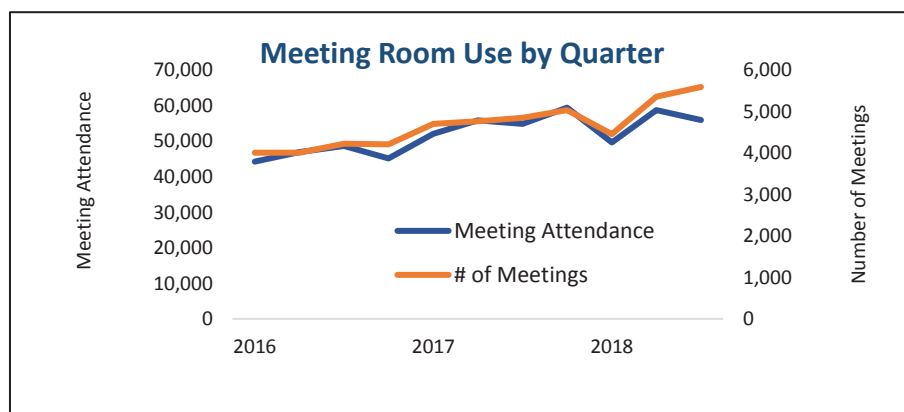
OUTREACH



Ward	Programs		Attendance	
	Q3 FY17	Q3 FY18	Q3 FY17	Q3 FY18
1	54	46	2,510	2,062
2	43	60	2,379	3,722
3	81	45	3,987	1,917
4	43	42	3,868	3,012
5	35	52	1,640	2,549
6	37	54	2,292	4,506
7	94	154	3,827	5,693
8	20	28	1,096	1,314
Other	0	0	0	0
Total	407	481	21,599	24,775
% Change		18.18%		14.70%

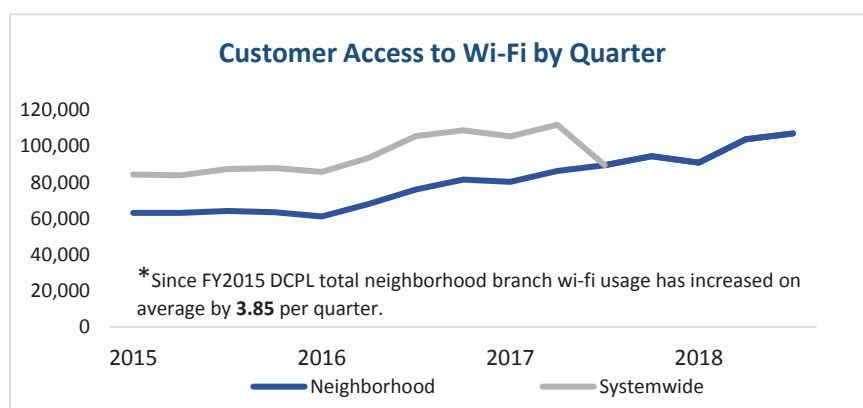
MEETING AND STUDY ROOM USE AND ATTENDANCE

Ward	Location	Meetings		Meeting Attendance		Study Sessions	
		Q3 FY17	Q3 FY18	Q3 FY17	Q3 FY18	Q3 FY17	Q3 FY18
1	Mt. Pleasant	464	471	6,443	6,076	640	693
Ward 1 Totals		464	471	6,443	6,076	640	693
2	MLK Jr. Memorial Library						
2	Library Express	87	247	189	526		218
2	Georgetown	149	201	1,882	2,023	585	471
2	West End		274		1,941		1,091
Ward 2 Totals		236	722	2,071	4,490	585	1,780
3	Chevy Chase	133	122	631	649		
3	Cleveland Park		35		430		120
3	Palisades		50		712		139
3	Tenley-Friendship	143	152	1,542	1,482	1,409	1,445
Ward 3 Totals		276	359	2,173	3,273	1,409	1,704
4	Petworth	402	487	879	2,067	550	475
4	Shepherd Park (Juanita E.	350	378	2,779	2,263	554	654
4	Takoma Park	131	133	390	479		
Ward 4 Totals		883	998	4,048	4,809	1,104	1,129
5	Lamond-Riggs	336	306	4,158	4,991	156	154
5	Woodridge	195	350	5,861	6,347	453	429
Ward 5 Totals		531	656	10,019	11,338	609	583
6	Northeast	244	237	2,446	2,672	793	755
6	Northwest One	15		154			
6	Rosedale						
6	Shaw (Watha T. Daniel)	260	265	1,616	1,571	1,654	1,749
6	Southeast	77	66	1,050	1,313		
6	Southwest	53	18	608	253	190	143
Ward 6 Totals		649	586	5,874	5,809	2,637	2,647
7	Benning (Dorothy I. Height)	519	672	9,105	7,755	1,172	1,064
7	Capitol View		114		2,041		595
7	Deanwood						
7	Francis Gregory	304	296	958	692	542	370
Ward 7 Totals		823	1,082	10,063	10,488	1,714	2,029
8	Anacostia	712	470	9,908	5,911	772	503
8	Bellevue (William O. Lockridge)	273	250	4,259	3,757	321	276
8	Parklands-Turner						
Ward 8 Totals		985	720	14,167	9,668	1,093	779
DCPL Total		4,847	5,594	54,858	55,951	9,791	11,344
Percent Change			15%		2%		16%



CUSTOMER ACCESS TO WI-FI

Ward	Location	Q3 FY15	Q3 FY16	Q3 FY17	Q3 FY18
1	Mt. Pleasant	4,875	5,647	6,614	6,730
Ward 1 Totals		4,875	5,647	6,614	6,730
2	Martin Luther King, Jr. Memorial Library	23,194	29,693		
2	Library Express			1,370	2,833
2	Georgetown	3,989	4,953	6,459	5,827
2	West End	507	849	1,019	10,293
Ward 2 Totals		27,690	35,495	8,848	18,953
3	Chevy Chase	1,874	2,212	3,273	3,849
3	Cleveland Park	2,079	1,879	1,517	2,711
3	Palisades	1,343	1,448		2,287
3	Tenley-Friendship	3,898	4,354	5,829	4,269
Ward 3 Totals		9,194	9,893	10,619	13,116
4	Petworth	5,359	6,234	6,697	7,353
4	Shepherd Park (Juanita E. Thornton)	1,671	1,502	2,377	2,613
4	Takoma Park	1,197	1,571	1,106	1,674
Ward 4 Totals		8,227	9,307	10,180	11,640
5	Lamond-Riggs	1,769	2,245	2,147	2,111
5	Woodridge	813	1,621	5,098	5,304
Ward 5 Totals		2,582	3,866	7,245	7,415
6	Northeast	2,649	3,071	4,463	4,328
6	Northwest One	1,900	1,761	2,139	1,696
6	Rosedale	1,501	1,477	1,531	2,100
6	Shaw (Watha T. Daniel)	5,769	7,038	8,977	9,148
6	Southeast	2,833	3,369	3,550	3,710
6	Southwest	1,684	1,812	2,507	2,561
Ward 6 Totals		16,336	18,528	23,167	23,543
7	Benning (Dorothy I. Height)	1,354	5,683	6,201	6,033
7	Capitol View	2,252	2,087		2,161
7	Deanwood	1,339	1,371	1,705	1,762
7	Francis Gregory	2,190	2,465	2,650	2,330
Ward 7 Totals		7,135	11,606	10,556	12,286
8	Anacostia	4,579	4,490	4,882	4,616
8	Bellevue (William O. Lockridge)	2,491	2,491	2,792	2,728
8	Parklands-Turner	4,197	4,288	4,539	5,986
Ward 8 Totals		11,267	11,269	12,213	13,330
DCPL Total		87,306	105,611	89,442	107,013
Percent Change			20.97%	-15.31%	19.65%

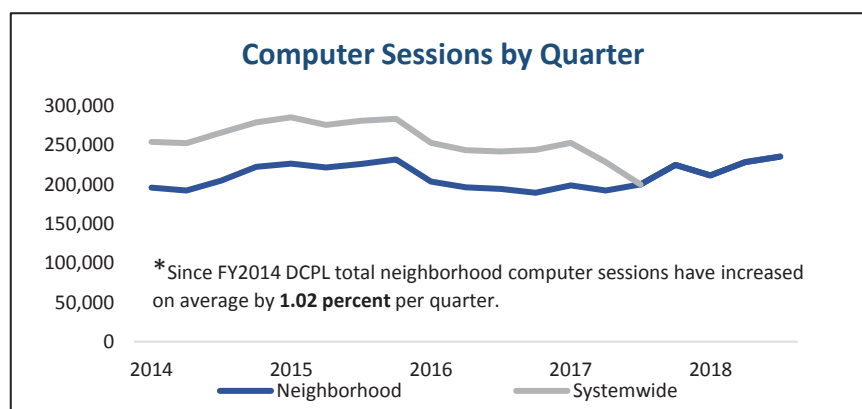


	Q1	Q2	Q3	Q4	Total
FY2015	84,388	83,871	87,306	87,916	343,481
FY2016	85,689	93,469	105,611	108,699	393,468
FY2017	105,473	111,816	89,442	94,437	401,168
FY2018	90,841	103,815	107,013		301,669

COMPUTER SESSIONS

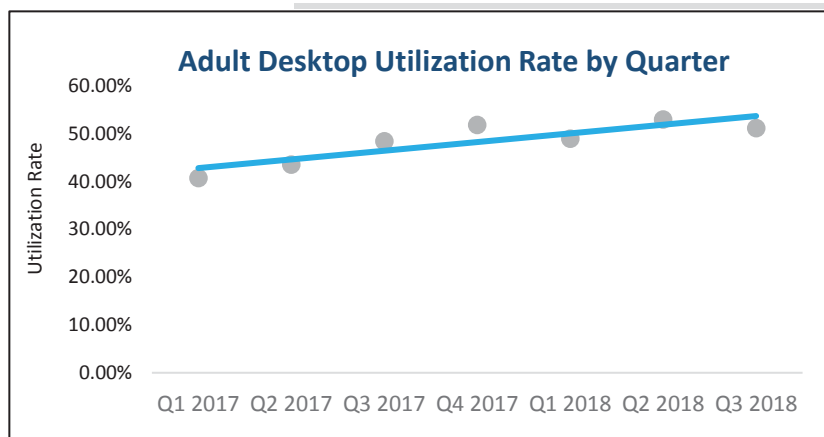
Adult Desktop
Utilization Rate

Ward	Location	Q3 FY15	Q3 FY16	Q3 FY17	Q3 FY18	Adult Desktop Utilization Rate
1	Mt. Pleasant	15,470	12,188	14,390	13,469	64%
Ward 1 Totals		15,470	12,188	14,390	13,469	64%
2	Martin Luther King, Jr. Memorial Library	54,831	47,308			
2	Library Express			1,928	6,144	41%
2	Georgetown	5,536	8,338	6,832	6,554	35%
2	West End	2,822	4,774	5,886	12,214	59%
Ward 2 Totals		63,189	60,420	14,646	24,912	45%
3	Chevy Chase	5,162	2,417	3,223	4,058	49%
3	Cleveland Park	4,263	3,955	1,963	1,936	
3	Palisades	2,971	1,775		1,215	
3	Tenley-Friendship	12,550	10,176	10,080	9,651	53%
Ward 3 Totals		24,946	18,323	15,266	16,860	28%
4	Petworth	16,082	12,827	8,526	12,318	52%
4	Shepherd Park (Juanita E. Thornton)	9,419	4,009	6,210	7,986	55%
4	Takoma Park	5,214	5,311	4,016	4,777	58%
Ward 4 Totals		30,715	22,147	18,752	25,081	55%
5	Lamond-Riggs	5,247	4,524	7,807	7,736	69%
5	Woodridge	9,805	8,365	11,825	13,377	57%
Ward 5 Totals		15,052	12,889	19,632	21,113	63%
6	Northeast	8,123	8,238	7,786	8,767	60%
6	Northwest One	7,628	7,553	10,119	10,300	66%
6	Rosedale	7,053	4,100	4,689	6,757	58%
6	Shaw (Watha T. Daniel)	16,968	15,089	17,900	19,064	77%
6	Southeast	6,985	4,395	9,375	8,318	71%
6	Southwest	6,257	4,998	7,096	8,014	61%
Ward 6 Totals		53,014	44,373	56,965	61,220	66%
7	Benning (Dorothy I. Height)	14,264	12,383	12,459	14,233	59%
7	Capitol View	6,919	7,171		7,315	23%
7	Deanwood	6,345	7,122	6,671	5,476	47%
7	Francis Gregory	12,399	10,299	8,582	9,233	38%
Ward 7 Totals		39,927	36,975	27,712	36,257	41%
8	Anacostia	15,093	13,001	12,311	11,975	57%
8	Bellevue (William O. Lockridge)	13,629	13,805	11,574	12,644	49%
8	Parklands-Turner	9,729	7,447	8,545	11,712	60%
Ward 8 Totals		38,451	34,253	32,430	36,331	55%
DCPL Total		280,764	241,568	199,793	235,243	51%
Percent Change			-13.96%	-17.29%	17.74%	



	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		674,790

COMPUTER UTILIZATION



	Q1	Q2	Q3	Q4	Total
FY2017	40.74%	43.56%	48.48%	51.87%	46.12%
FY2018	49.00%	53%	51%		

ONLINE ENGAGEMENT

	Q1	Q2	Q3	Q4	FY18 Total
Impressions	1,548,473	2,084,548	2,697,833		6,330,854
Engagement	180,756	444,209	645,787		1,270,752
Engagement Rate	11.67%	21.31%	23.94%		20.07%
New Website Visits (Sessions)	591,920	795,240	798,908		2,186,068
Overall Visits (Sessions)	965,583	1,221,840	1,216,719		3,404,142
New Visits as a % of overall visits	61.30%	65.09%	65.66%		64.22%

BUSINESS SERVICES

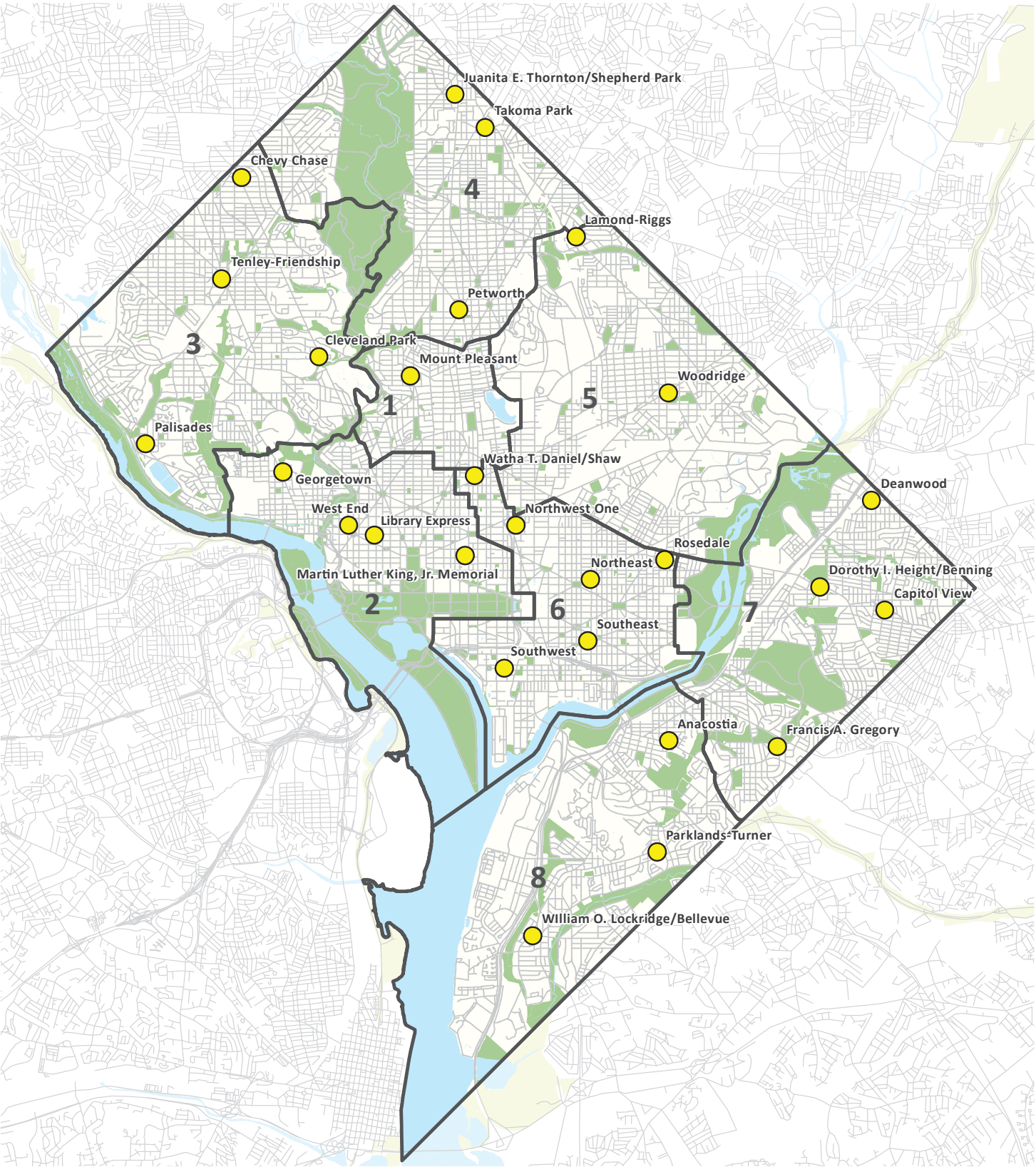
Hours of Unplanned Closure

Branch	Q1	Q2	Q3	Q4	FY18 Total
Anacostia	1.5		11.5		13
Capitol View	0.5	14			14.5
Cleveland Park	11.5				11.5
Deanwood (Co-located)	22.5	30.5	20.5		73.5
Dorothy I. Height/Benning	1	1			2
Northwest One (Co-located)	49.5	9.5	12		71
Parklands-Turner		13.5	0.5		14
Petworth	23	2			25
Rosedale (Co-located)	1.5	2.5			4
Southeast			4		4
Tenley-Friendship			2		2
Takoma Park	122	1.5			123.5
Woodridge		3			3
Systemwide Closures		289			289
Total	233	366.5	50.5		650

Human Resources Data

	Quarterly Statistics			Year to Date Statistics		
	Q3 FY17	Q3 FY18	% Change	YTD FY17	YTD FY18	% Change
Vacancy Rate	3.64%	7.30%	100.55%			
# Staff of Extended Leave New	26	21	-19%	71	74	4%
# Staff on Extended Leave (Cont.)	28	31	11%			
Total Staff on Extended Leave	54	52	-4%			

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, public access 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 – 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.