DC public library

LIBRARY SERVICES

QUARTERLY PERFORMANCE REPORT

Q3 FY20

Document #8D.1 - Library Performance Report - FY2020 Q3

EXECUTIVE SUMMARY

- In the third quarter of the fiscal year, DCPL modified its virtual and physical service offerings following the March 16th DC government shutdown caused by the global pandemic. With DCPL's in-person services mostly unavailable this quarter, performance inevitably decreased. The exceptions are digital circulation which increased by more than 50% and social media engagement which nearly doubled compared to the same quarter last year.

- On May 29th, DCPL began a phased reopening with limited locations, hours and offerings. Beginning with curbside holds pick-ups, returns, and remote printing, and expanding on June 29th to include indoor pickup of lending items, limited access to public computers and in-house printing, DCPL provided service at a total of eight locations (one in each ward of the city). From May 29th through June 30th, there were 6,468 physical lending visits and 769 remote printing visits by customers at DCPL's open locations

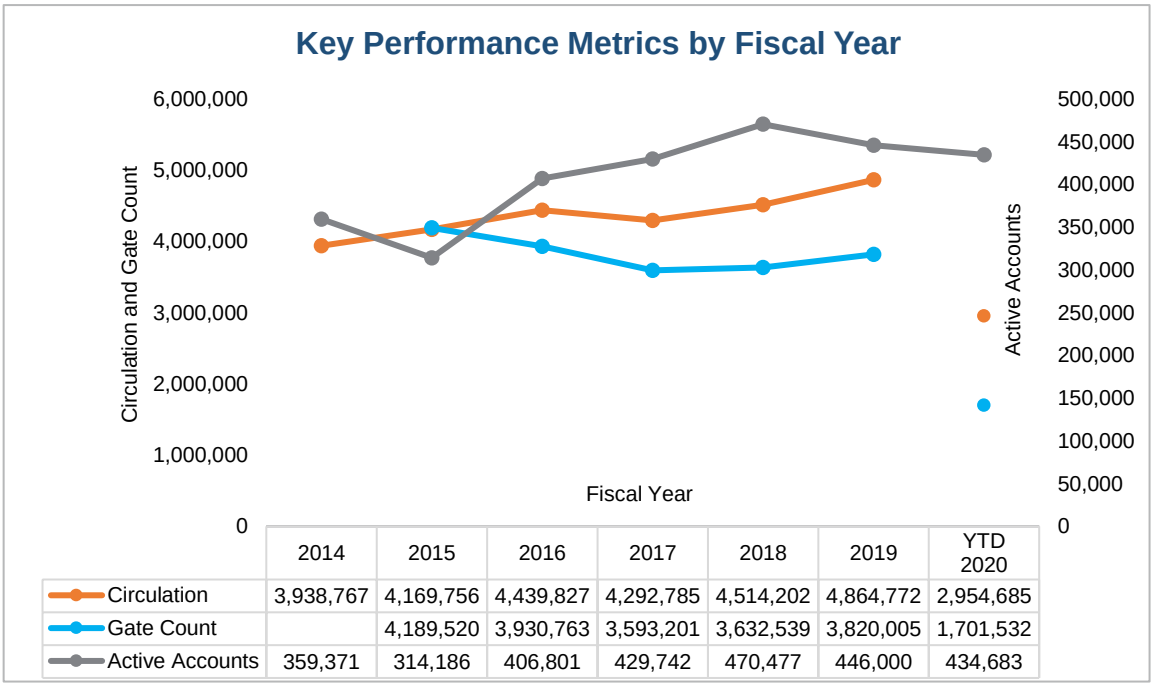
- DCPL offered continued and new virtual programs and outreach for all ages through digital platforms with total participation of over 30,500. Notably, DCPL children's' librarians now host virtual story time every weekday morning with over 450 views per program on average.

- In June, DC Public Library offered a number of virtual events celebrating Pride Month including Drag Queen Story Hour with 740 views and Proud Memories Workshop with 174 views.

- DCPL hosted a virtual Juneteenth program featuring African drumming by native Washingtonian and Grammy nominated artist Corcoran Holt, spoken word by poet, activist and DCPL employee, Micah Powell, and a presentation by native Washingtonian and genealogist Andre Kearns on how you can begin researching your ancestry and family history. This program had 596 views.

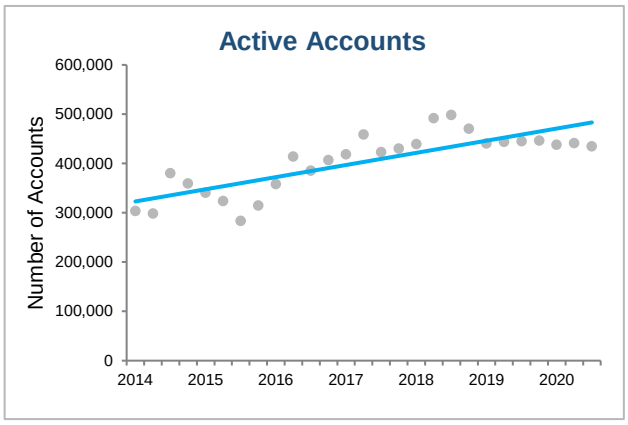
- From May through August, DCPL, in partnership with Pepco, is holding Know Your Power, an art program and contest for teens that encourages creative self-expression around topics and social issues they find important.

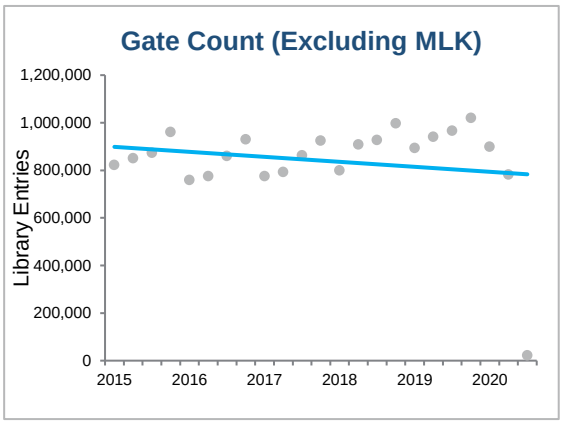
- DCPL has taken a number of steps to provide assistance and increase awareness and access to DCPL services and materials. In April, hundreds of thousands of emails were sent to library account holders informing them of our online offerings. Also in April, AskDCPL, an online chat service that provides customers with information and help was introduced. During the quarter, DCPL staff responded to 9,940 AskDCPL inquiries. The website has been updated to highlight the digital collection. In June, in the aftermath of widespread protests against systemic racism, and in response to increasing demand, DCPL initiated efforts to significantly expand access to a number of e-books and audio-books about race and racism via Overdrive.

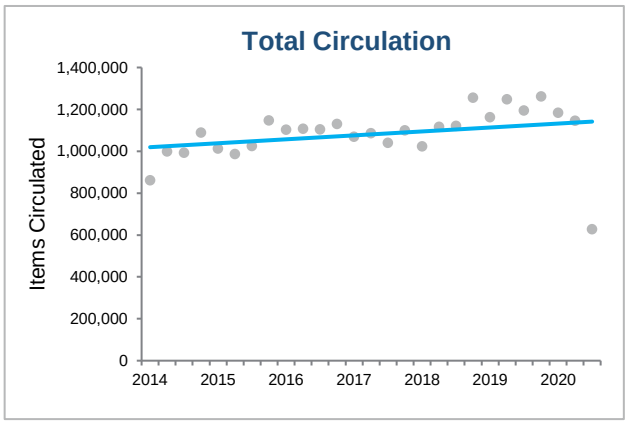


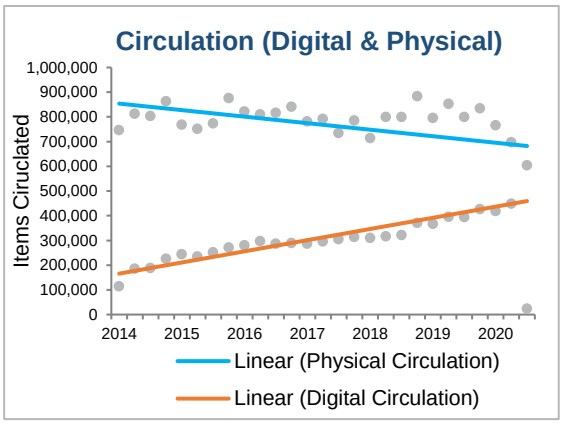
	2014	2015	2016	2017	2018	2019	YTD 2020
Circulation	3,938,767	4,169,756	4,439,827	4,292,785	4,514,202	4,864,772	2,954,685
Gate Count		4,189,520	3,930,763	3,593,201	3,632,539	3,820,005	1,701,532
Active Accounts	359,371	314,186	406,801	429,742	470,477	446,000	434,683

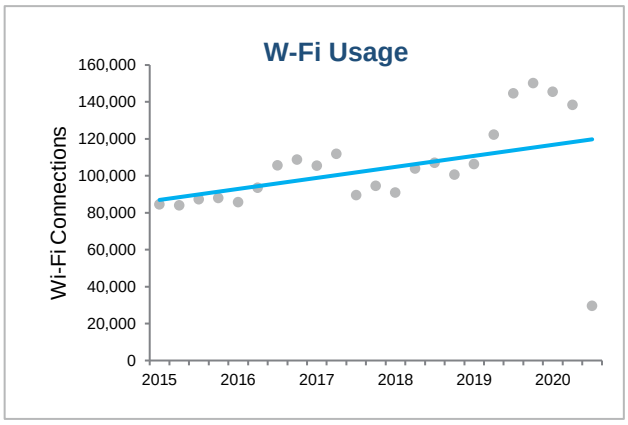
HISTORICAL TRENDS

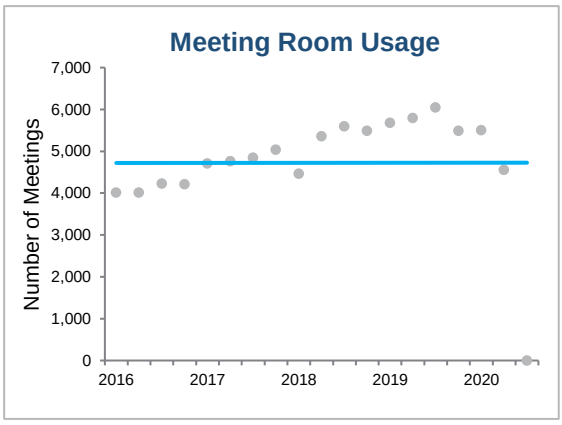






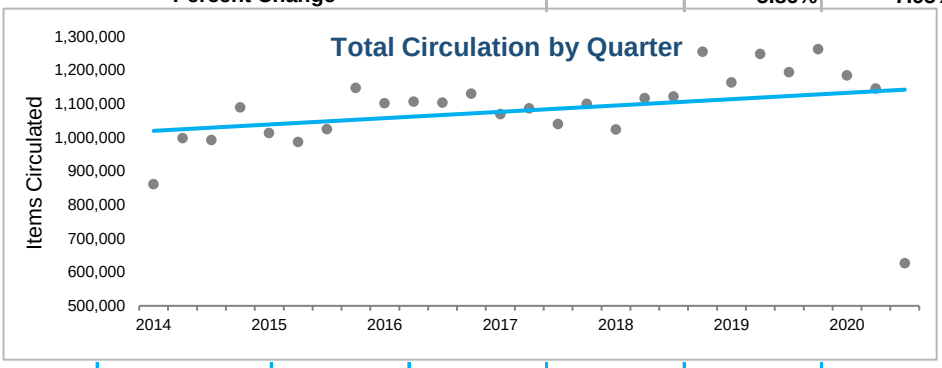






CIRCULATION

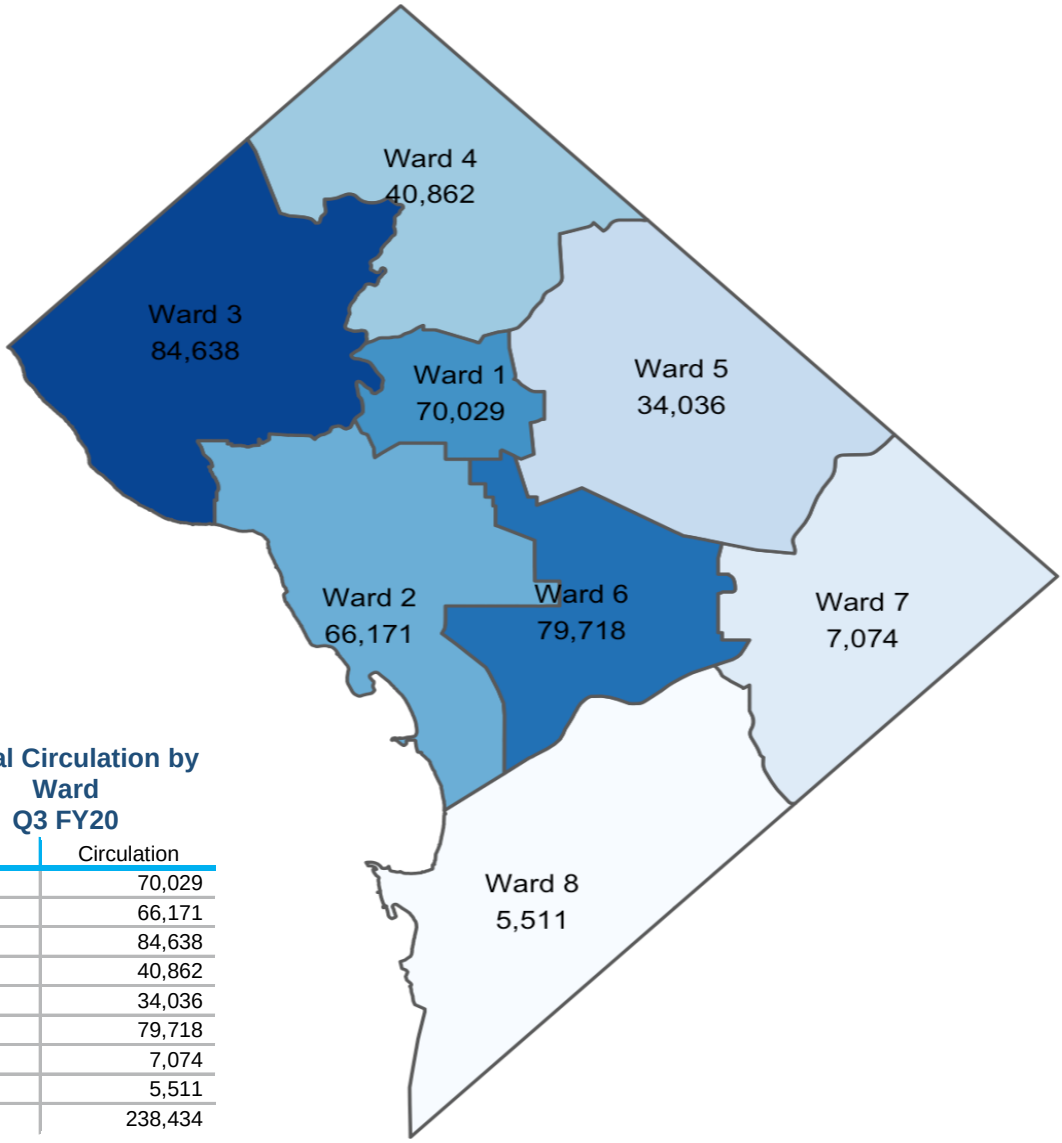
Ward	Location	Q3 FY16	Q3 FY17	Q3 FY18	Q3 FY19	Q3 FY20
1	Mt. Pleasant	59,338	65,323	73,438	64,048	3,310
	Ward 1 Totals	**59,338**	**65,323**	**73,438**	**64,048**	**3,310**
2	Martin Luther King, Jr. Memorial Library	234,772	115,369	494	258	287
2	Library Express	-	-	8,631	8,841	36
2	Georgetown	41,909	45,209	45,472	40,193	276
2	West End	17,594	17,798	40,021	49,389	2,194
	Ward 2 Totals	**294,275**	**178,376**	**94,618**	**98,681**	**2,793**
3	Chevy Chase	34,593	41,045	52,412	47,603	201
3	Cleveland Park	53,757	35,689	44,907	78,747	6,066
3	Palisades	20,980	6,207	32,111	32,097	68
3	Tenley-Friendship	62,079	69,501	76,470	68,568	347
	Ward 3 Totals	**171,409**	**152,442**	**205,900**	**227,015**	**6,682**
4	Petworth	31,291	34,638	42,133	45,143	186
4	Shepherd Park (Juanita E. Thornton)	12,955	15,600	16,474	16,720	1,768
4	Takoma Park	18,399	19,863	23,561	20,605	28
	Ward 4 Totals	**62,645**	**70,101**	**82,168**	**82,468**	**1,982**
5	Lamond-Riggs	13,170	13,132	14,494	15,487	26
5	Woodridge	13,579	38,165	49,324	46,217	2,215
	Ward 5 Totals	**26,749**	**51,297**	**63,818**	**61,704**	**2,241**
6	Northeast	32,895	35,902	50,229	50,754	4,027
6	Northwest One	5,549	10,460	9,299	10,529	110
6	Rosedale	9,714	9,085	12,116	10,625	50
6	Shaw (Watha T. Daniel)	29,550	42,986	49,690	50,346	392
6	Southeast	35,264	37,165	44,884	44,737	247
6	Southwest	18,564	15,378	17,690	12,918	85
	Ward 6 Totals	**131,536**	**150,976**	**183,908**	**179,909**	**4,911**
7	Benning (Dorothy I. Height)	14,762	14,932	13,603	11,143	337
7	Capitol View	12,135	1,057	13,292	10,522	48
7	Deanwood	4,143	8,002	10,708	7,582	15
7	Francis Gregory	9,081	8,252	12,276	13,910	17
	Ward 7 Total	**40,121**	**32,243**	**49,879**	**43,157**	**417**
8	Anacostia	11,996	7,981	9,030	10,039	697
8	Bellevue (William O. Lockridge)	8,068	8,468	8,583	8,707	67
8	Parklands-Turner	10,221	10,624	10,264	7,603	53
	Ward 8 Totals	**30,285**	**27,073**	**27,877**	**26,349**	**817**
Other	Jail Library	-	5,668	17,394	15,923	0
	Physical Circluation	816,358	733,499	799,000	799,254	23,153
	Digital Circulation	286,583	304,788	321,791	394,031	603,320
	Total Circulation	**1,102,941**	**1,038,287**	**1,120,791**	**1,193,285**	**626,473**
	Percent Change		**-5.86%**	**7.95%**	**6.47%**	**-47.50%**



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

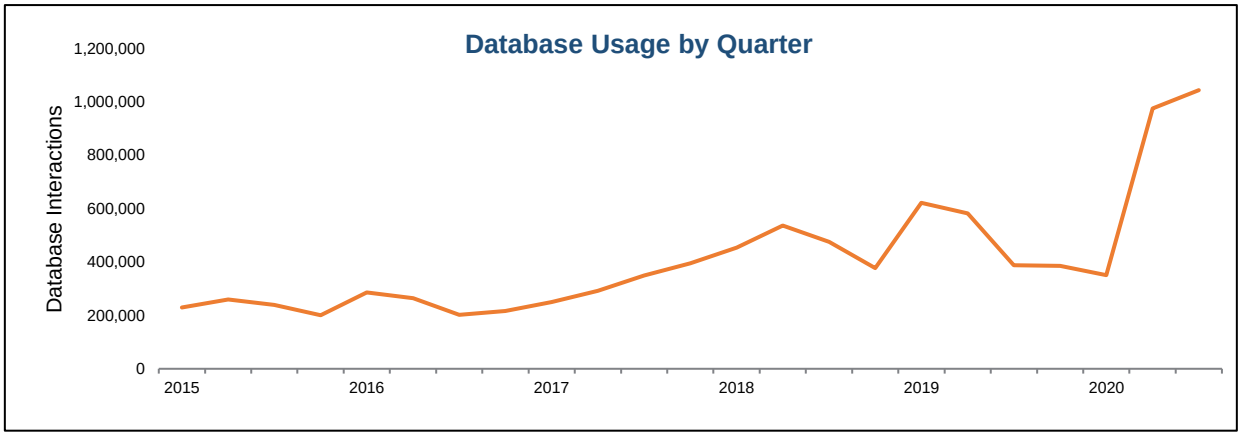
	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
Q1	860,350	1,012,275	1,101,415	1,068,319	1,023,328	1,162,307	1,183,530
Q2	997,758	986,421	1,106,005	1,086,077	1,115,873	1,247,601	1,144,682
Q3	992,029	1,024,423	1,102,941	1,039,687	1,120,791	1,193,285	626,473
Q4	1,088,630	1,146,637	1,129,466	1,098,702	1,254,210	1,261,579	
Total	**3,938,767**	**4,169,756**	**4,439,827**	**4,292,785**	**4,514,202**	**4,864,772**	**2,954,685**

DIGITAL CIRCULATION

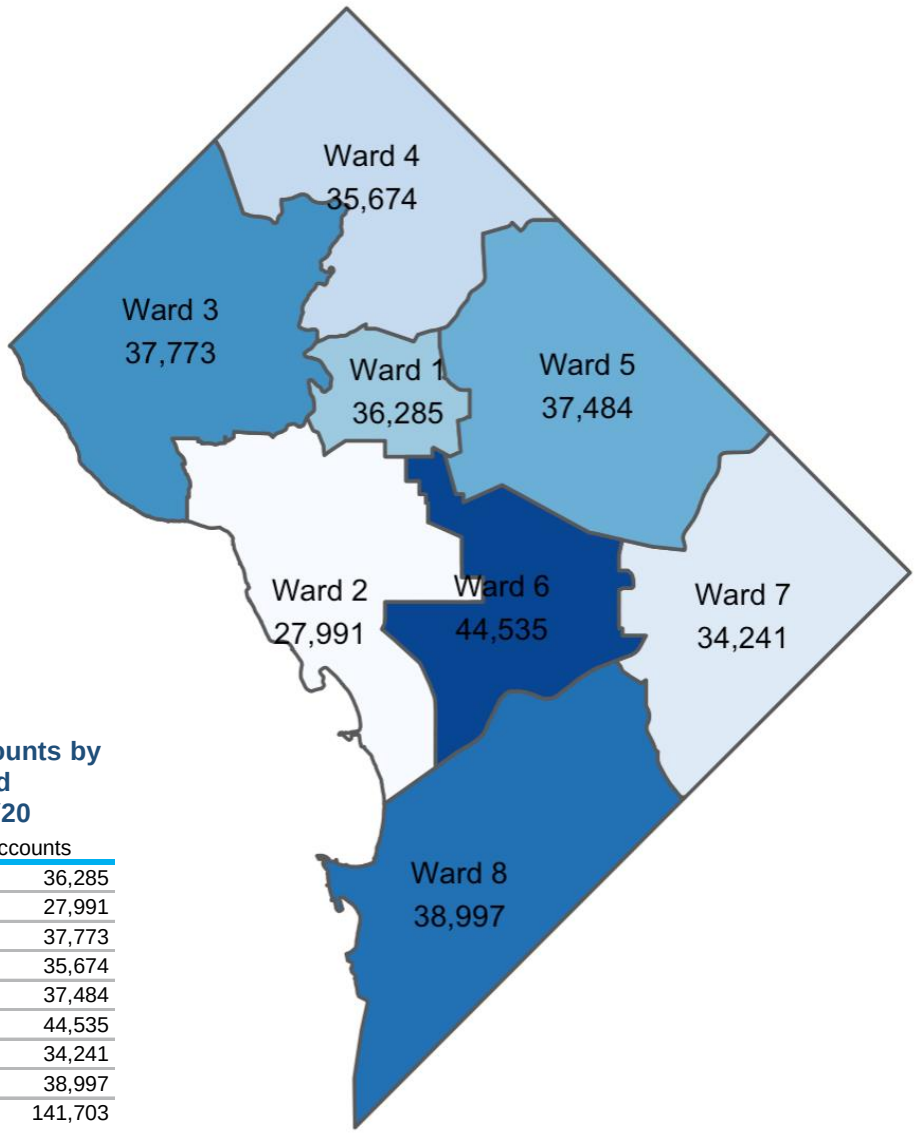


Digital Circulation by Ward
Q3 FY20

Ward	Circulation
1	70,029
2	66,171
3	84,638
4	40,862
5	34,036
6	79,718
7	7,074
8	5,511
Other	238,434

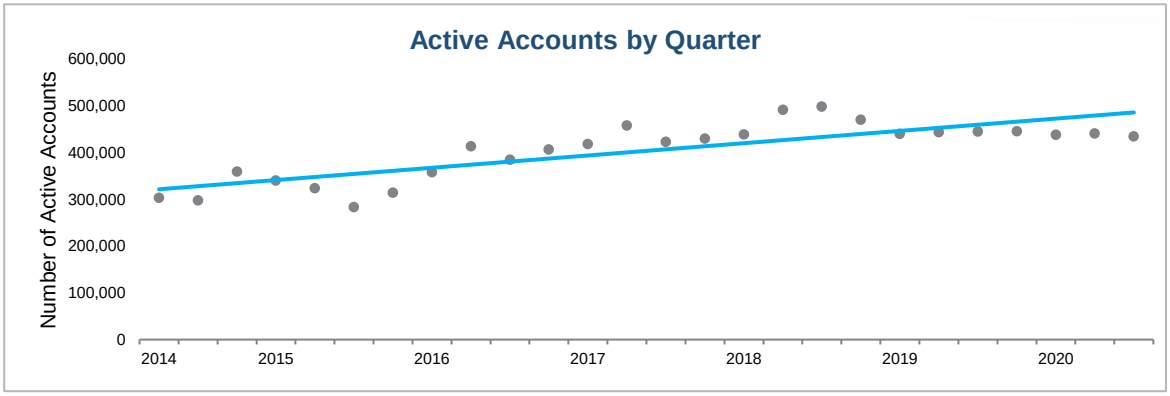


ACTIVE ACOUNTS



Active Accounts by Ward
Q3 FY20

Ward	Accounts
1	36,285
2	27,991
3	37,773
4	35,674
5	37,484
6	44,535
7	34,241
8	38,997
Other	141,703



	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
Q1	303,280	340,389	358,106	418,598	439,213	440,471	437,962
Q2	297,916	323,628	413,650	458,368	491,518	443,759	440,971
Q3	380,142	283,407	384,992	422,946	498,436	444,948	434,683
Q4	359,371	314,186	406,801	429,742	470,477	446,000	

PROGRAMS AND OUTREACH

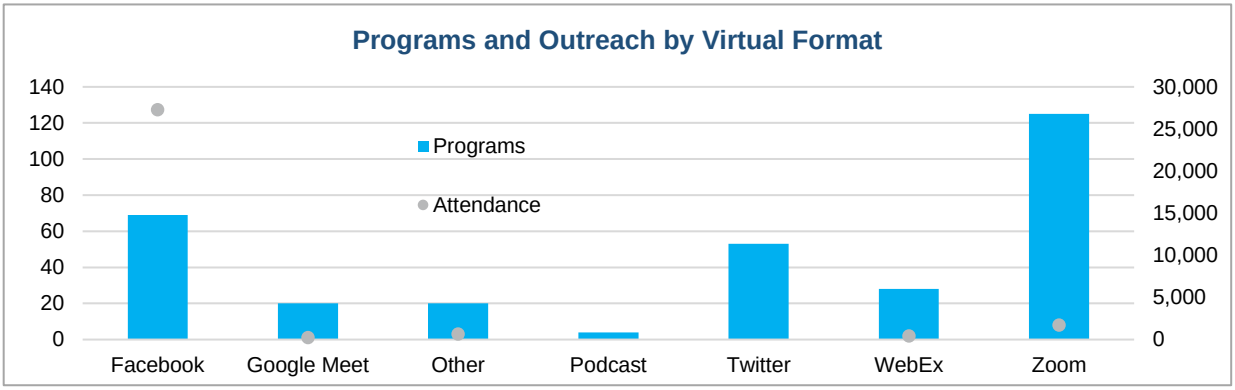
Q3 FY20

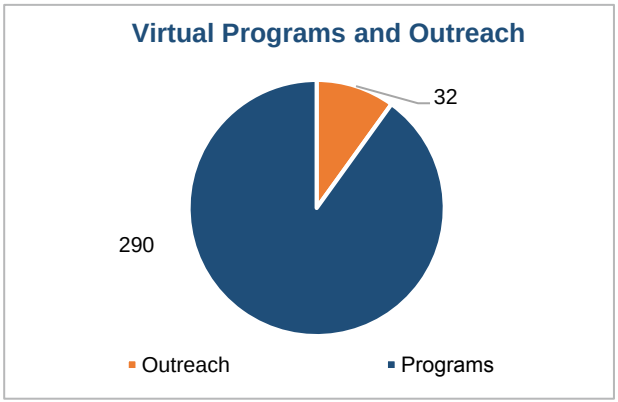
Total Programs

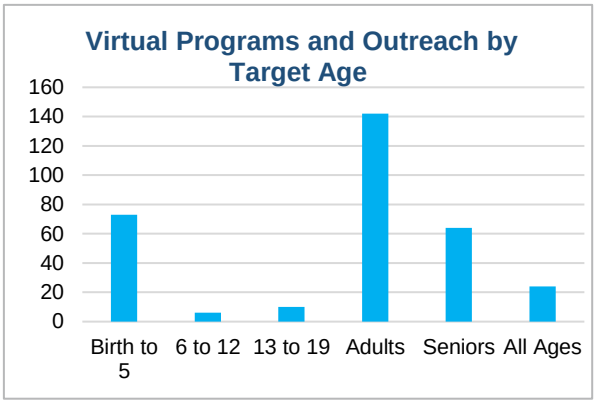
322

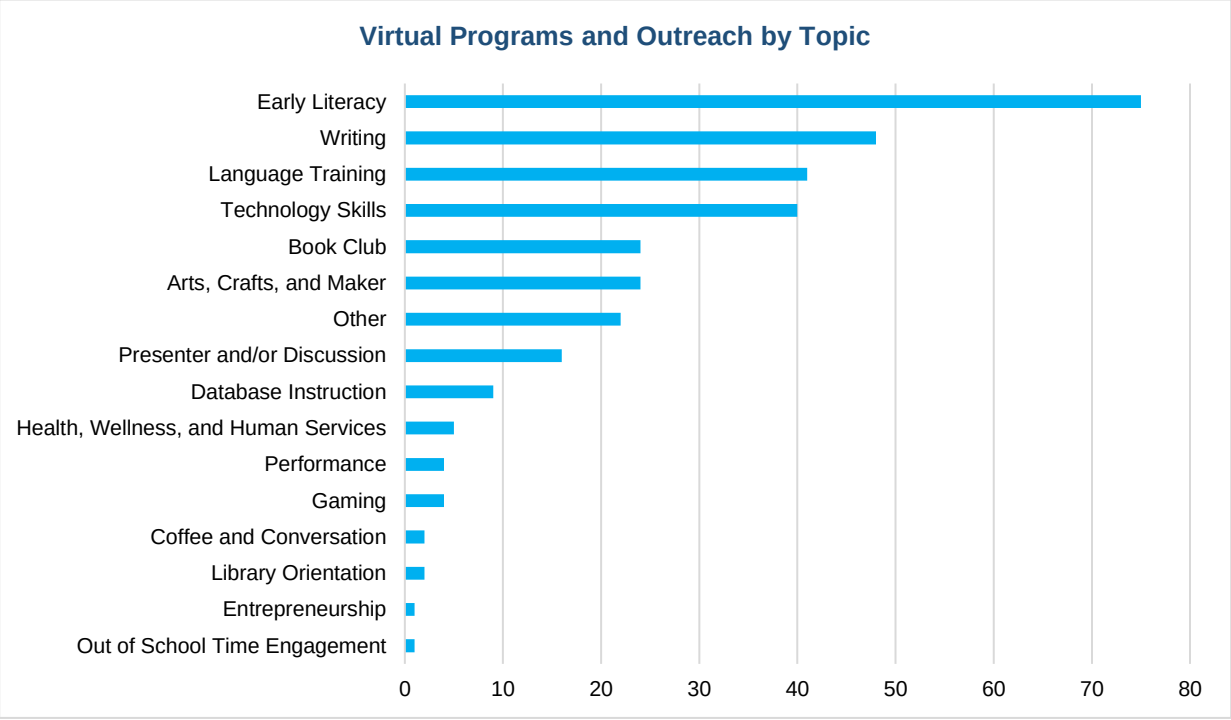
Total Attendance

30,533

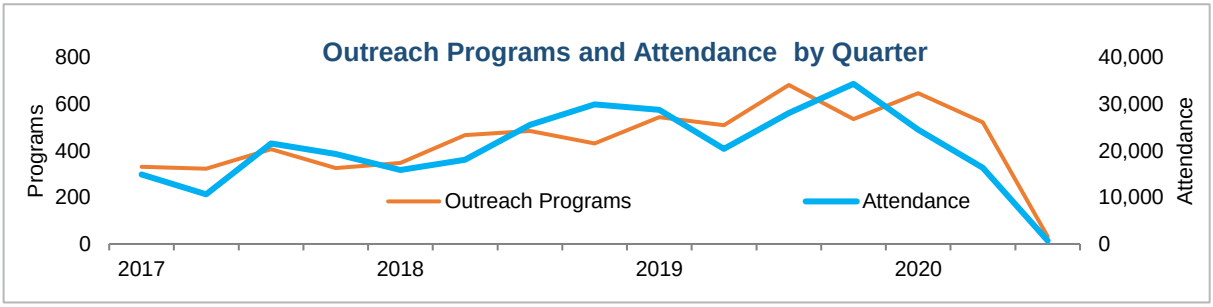






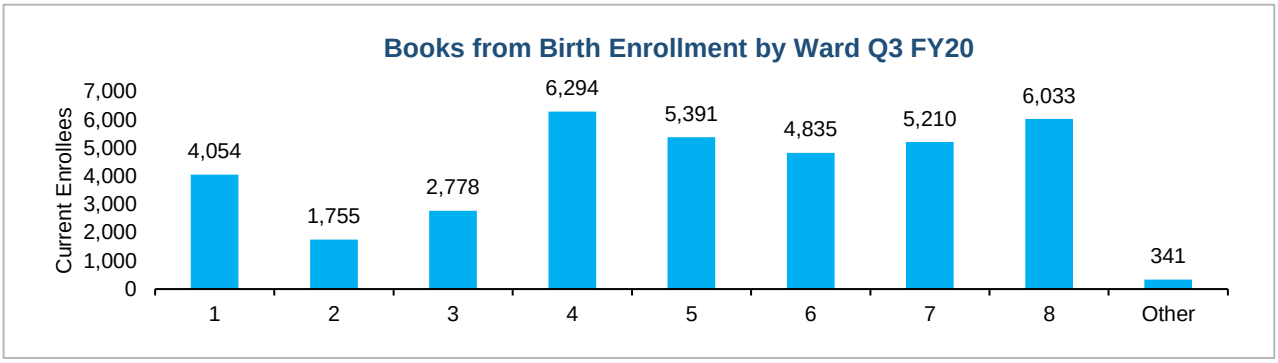


OUTREACH



	Programs				Attendance			
	FY2017	FY2018	FY2019	FY2020	FY2017	FY2018	FY2019	FY2020
Q1	331	348	544	648	14,958	15,917	28,789	24,519
Q2	323	467	510	522	10,647	18,083	20,431	16,395
Q3	407	485	683	32	21,599	25,552	28,127	714
Q4	326	432	537		19,318	29,972	34,396	
Total	**1,387**	**1,732**	**2,274**	**1,202**	**66,522**	**89,524**	**111,743**	**41,628**

EARLY LITERACY

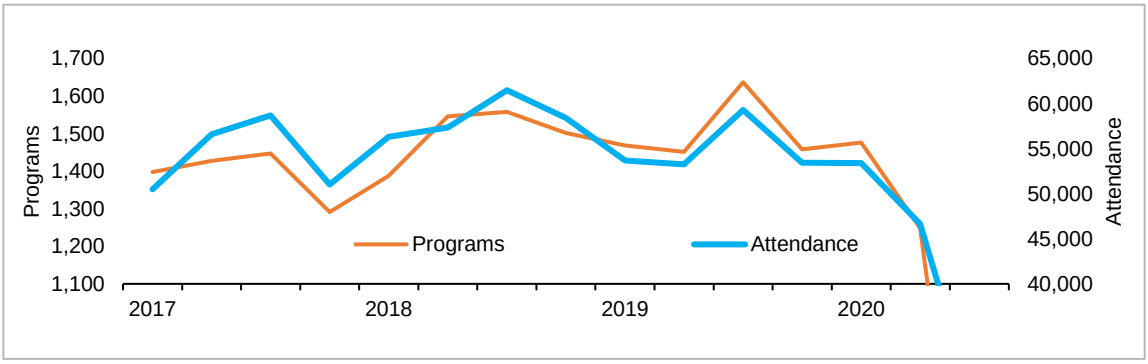


Books from Birth Enrollment by Quarter

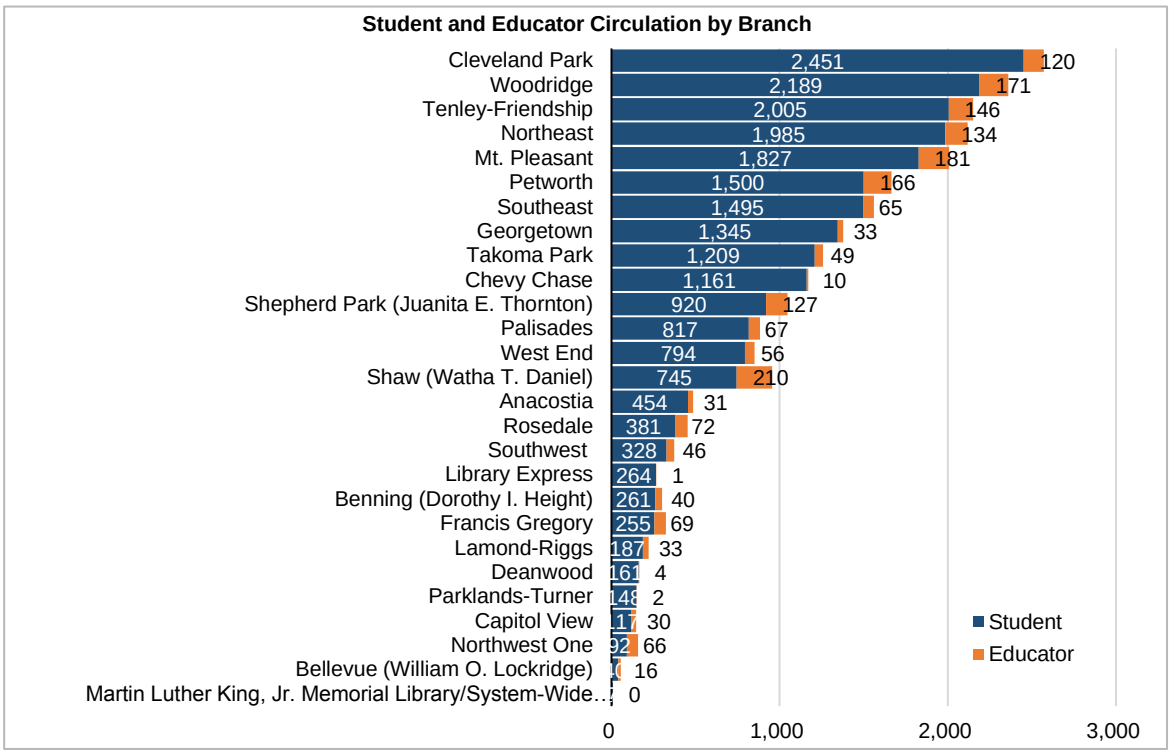
	Q1 FY19	Q2 FY19	Q3 FY19	Q4 FY19	Q1 FY20	Q2 FY20	Q3 FY20
Eligible Children Citywide	41,955	41,955	41,955	41,955	41,955	41,955	41,955
Enrollment Citywide	32,654	34,261	34,813	35,736	36,243	36,839	36,691
% of Citywide Eligible Enrolled	***77.75%***	***81.58%***	***82.98%***	***85.18%***	***86.39%***	***87.81%***	***87.45%***
Graduated Citywide	8,710	10,037	11,167	12,304	13,536	14,728	15,988
Eligible Children in Target Areas	25,217	25,217	25,217	25,217	25,217	25,217	25,217
Enrollment in Target Areas	21,113	22,150	22,504	23,077	23,368	23,802	23,493
% Target Areas Enrolled	***83.7%***	***87.8%***	***89.2%***	***91.5%***	***92.7%***	***94.4%***	***93.2%***
Total Enrolled + Total Graduated	**41,364**	**44,298**	**45,980**	**48,040**	**49,779**	**51,567**	**52,679**

Birth to 5 Programs and Outreach by Quarter

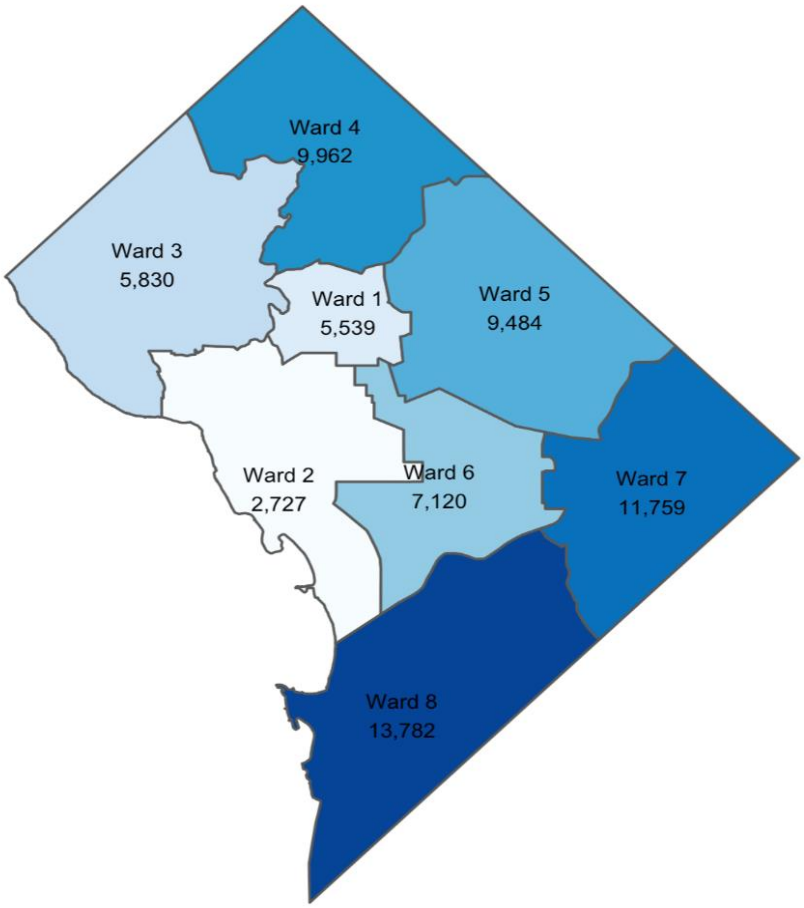
	FY 2017	FY 2018	FY 2019	FY 2020
Q1	1,398	1,388	1,469	1,476
Q2	1,428	1,546	1,452	1,249
Q3	1,447	1,558	1,637	73
Q4	1,291	1,502	1,458	
Total	**5,564**	**5,994**	**6,016**	**2,798**



STUDENT AND EDUCATOR ACCOUNT ACTIVITY

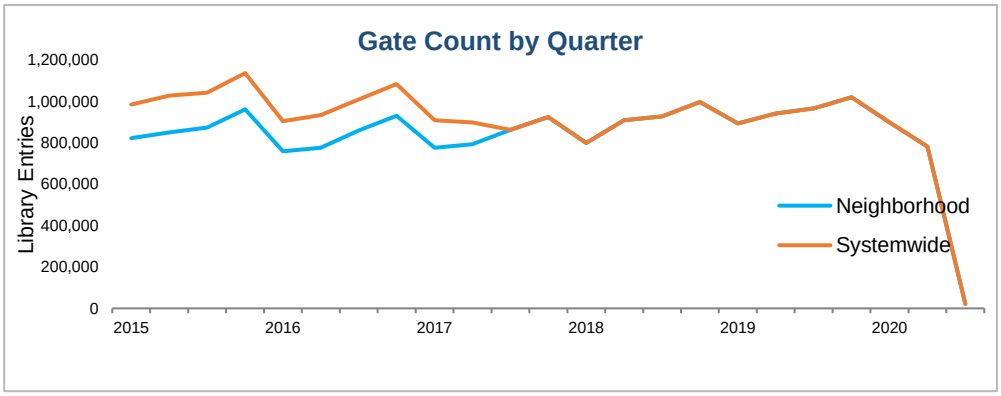


Active Student Accounts by Ward Q3 FY20



GATE COUNT

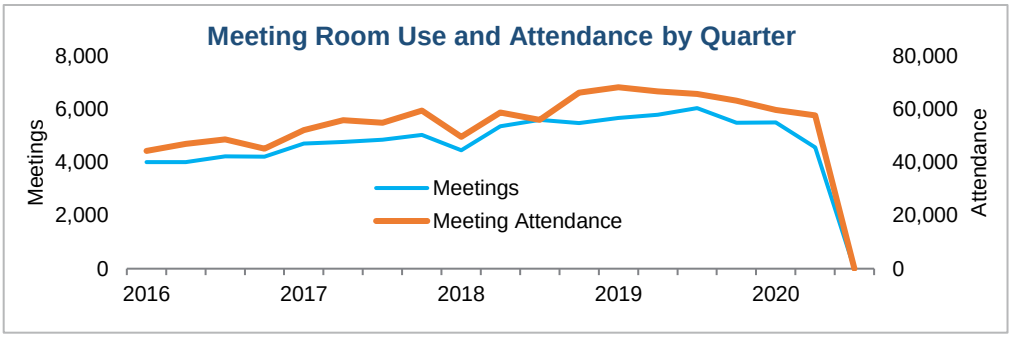
Ward	Location	Q3 FY16	Q3 FY17	Q3 FY18	Q3 FY19	Q3 FY20
1	Mt. Pleasant	59,592	65,603	62,302	60,619	3,441
	Ward 1 Totals	**59,592**	**65,603**	**62,302**	**60,619**	**3,441**
2	Martin Luther King, Jr. Memorial Library	150,429	0	-	-	-
2	Library Express	-	-	25,752	26,595	229
2	Georgetown	34,458	41,985	34,937	36,448	118
2	West End	22,533	24,390	46,807	55,192	2,031
	Ward 2 Totals	**207,420**	**66,375**	**107,496**	**118,235**	**2,378**
3	Chevy Chase	33,235	37,737	38,477	37,998	121
3	Cleveland Park	61,379	18,777	21,240	63,081	3,486
3	Palisades	22,899	0	26,901	25,318	181
3	Tenley-Friendship	57,771	65,284	61,784	46,419	76
	Ward 3 Totals	**175,284**	**121,798**	**148,402**	**172,816**	**3,864**
4	Petworth	46,499	43,689	45,153	48,015	84
4	Shepherd Park (Juanita E. Thornton)	18,348	24,620	27,439	27,310	3,229
4	Takoma Park	20,003	19,064	19,433	19,522	527
	Ward 4 Totals	**84,850**	**87,373**	**92,025**	**94,847**	**3,840**
5	Lamond-Riggs	28,114	30,070	24,979	27,911	79
5	Woodridge	21,957	41,083	42,463	47,163	779
	Ward 5 Totals	**50,071**	**71,153**	**67,442**	**75,074**	**858**
6	Northeast	32,637	34,786	39,952	42,239	2,822
6	Northwest One	21,608	31,637	25,364	21,867	36
6	Rosedale	22,347	22,977	27,582	24,764	76
6	Shaw (Watha T. Daniel)	55,397	67,210	69,655	63,937	64
6	Southeast	41,671	42,931	41,570	46,552	161
6	Southwest	25,271	25,015	23,701	17,149	75
	Ward 6 Totals	**198,931**	**224,556**	**227,824**	**216,508**	**3,234**
7	Benning (Dorothy I. Height)	53,977	52,550	50,927	47,551	518
7	Capitol View	27,103	0	17,861	22,774	50
7	Deanwood	20,993	26,031	22,826	22,529	101
7	Francis Gregory	29,202	29,072	28,523	28,702	13
	Ward 7 Totals	**131,275**	**107,653**	**120,137**	**121,556**	**682**
8	Anacostia	43,769	43,955	39,401	43,770	2,945
8	Bellevue (William O. Lockridge)	24,741	27,040	25,641	27,954	98
8	Parklands-Turner	33,883	35,516	36,967	34,681	103
	Ward 8 Totals	**102,393**	**106,511**	**102,009**	**106,405**	**3,146**
	DCPL Total	**1,009,816**	**851,022**	**927,637**	**966,060**	**21,443**
	Percent Change		**-15.73%**	**9.00%**	**4.14%**	**-97.78%**



	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
Q1	984,658	904,632	908,627	799,622	893,037	898,430
Q2	1,027,300	932,786	897,774	908,160	941,174	781,659
Q3	1,041,107	1,009,816	862,639	927,637	966,060	21,443
Q4	1,136,455	1,083,529	924,161	997,120	1,019,734	
Total	**4,189,520**	**3,930,763**	**3,593,201**	**3,632,539**	**3,820,005**	**1,701,532**

MEETING AND STUDY ROOM USE

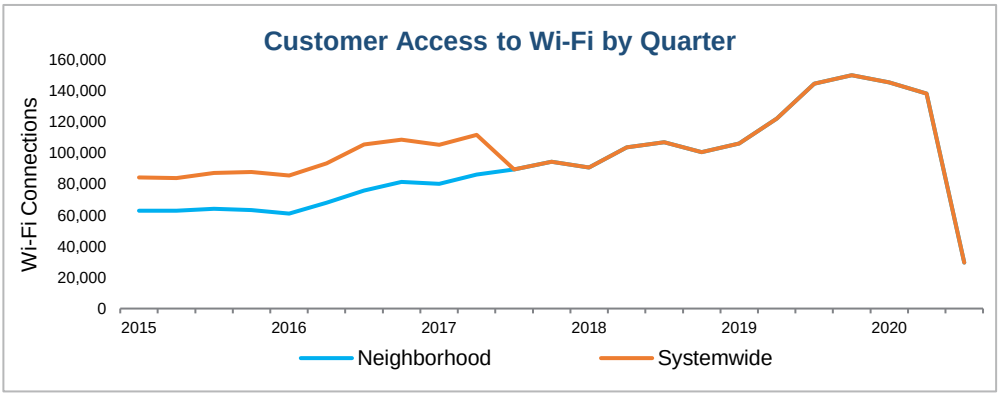
		Meetings		Attendance		Study Sessions	
Ward	Location	Q3 FY19	Q3 FY20	Q3 FY19	Q3 FY20	Q3 FY19	Q3 FY20
1	Mt. Pleasant	415	0	3,870	0	654	0
	Ward 1 Totals	**415**	**0**	**3,870**	**0**	**654**	**0**
2	Martin Luther King, Jr. Memorial	-	-	-	-	-	-
2	Library Express	34	0	179	0	83	0
2	Georgetown	227	0	1,803	0	548	0
2	West End	376	0	4,626	0	1,165	0
	Ward 2 Totals	**637**	**0**	**6,608**	**0**	**1,796**	**0**
3	Chevy Chase	118	0	530	0	-	-
3	Cleveland Park	249	0	3,321	0	1,235	0
3	Palisades	129	0	756	0	216	0
3	Tenley-Friendship	139	0	1,295	0	1,584	0
	Ward 3 Totals	**635**	**0**	**5,902**	**0**	**3,035**	**0**
4	Petworth	303	0	4,236	0	484	0
4	Shepherd Park (Juanita E.	292	0	2,176	0	604	0
4	Takoma Park	99	0	287	0	-	-
	Ward 4 Totals	**694**	**0**	**6,699**	**0**	**1,088**	**0**
5	Lamond-Riggs	446	0	1,662	0	188	0
5	Woodridge	403	0	7,276	0	798	0
	Ward 5 Totals	**849**	**0**	**8,938**	**0**	**986**	**0**
6	Northeast	198	0	2,102	0	721	0
6	Northwest One	3	0	210	0	-	-
6	Rosedale	-	-	-	-	-	-
6	Shaw (Watha T. Daniel)	243	0	2,147	0	1,541	0
6	Southeast	110	0	3,640	0	-	-
6	Southwest	-	-	-	-	100	-
	Ward 6 Totals	**554**	**0**	**8,099**	**0**	**2,362**	**0**
7	Benning (Dorothy I. Height)	476	0	8,984	0	1,084	0
7	Capitol View	624	0	2,818	0	467	0
7	Deanwood	-	-	-	-	-	-
7	Francis Gregory	351	0	1,197	0	446	0
	Ward 7 Totals	**1,451**	**0**	**12,999**	**0**	**1,997**	**0**
8	Anacostia	574	0	9,389	0	667	0
8	Bellevue (William O. Lockridge)	232	0	3,233	0	143	0
8	Parklands-Turner	-	-	-	-	-	0
	Ward 8 Totals	**806**	**0**	**12,622**	**0**	**810**	**0**
	DCPL Total	**6,041**	**0**	**65,737**	**0**	**12,728**	**0**
	Percent Change		**-100.00%**		**-100.00%**		**-100.00%**



	Meetings				Attendance			
	FY2017	FY2018	FY2019	FY2020	FY2017	FY2018	FY2019	FY2020
Q1	4,707	4,460	5,674	5,500	52,130	49,639	68,248	59,766
Q2	4,763	5,358	5,794	4,557	55,833	58,751	66,729	57,694
Q3	4,847	5,594	6,041	0	54,858	55,951	65,737	0
Q4	5,033	5,483	5,486		59,456	66,195	63,258	
Total	**19,350**	**20,895**	**22,995**	**10,057**	**222,277**	**230,536**	**263,972**	**117,460**

CUSTOMER ACCESS TO WI-FI

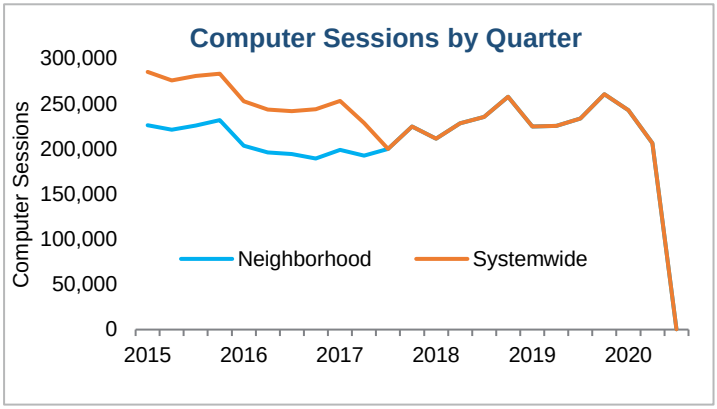
	Location	Q3 FY16	Q3 FY17	Q3 FY18	Q3 FY19	Q3 FY20
1	Mt. Pleasant	5,647	6,614	6,730	8,749	1,957
	Ward 1 Totals	**5,647**	**6,614**	**6,730**	**8,749**	**1,957**
2	Martin Luther King, Jr. Memorial Library	29,693	0	-	-	-
2	Library Express	-	1,370	2,833	2,754	630
2	Georgetown	4,953	6,459	5,827	6,996	1,412
2	West End	849	1,019	10,293	10,510	927
	Ward 2 Totals	**35,495**	**8,848**	**18,953**	**20,260**	**2,969**
3	Chevy Chase	2,212	3,273	3,849	3,383	437
3	Cleveland Park	1,879	1,517	2,711	13,119	4,299
3	Palisades	1,448	0	2,287	3,019	194
3	Tenley-Friendship	4,354	5,829	4,269	6,470	143
	Ward 3 Totals	**9,893**	**10,619**	**13,116**	**25,991**	**5,073**
4	Petworth	6,234	6,697	7,353	12,277	4,036
4	Shepherd Park (Juanita E. Thornton)	1,502	2,377	2,613	2,826	476
4	Takoma Park	1,571	1,106	1,674	2,034	187
	Ward 4 Totals	**9,307**	**10,180**	**11,640**	**17,137**	**4,699**
5	Lamond-Riggs	2,245	2,147	2,111	2,942	404
5	Woodridge	1,621	5,098	5,304	5,525	779
	Ward 5 Totals	**3,866**	**7,245**	**7,415**	**8,467**	**1,183**
6	Northeast	3,071	4,463	4,328	4,478	1,017
6	Northwest One	1,761	2,139	1,696	2,225	365
6	Rosedale	1,477	1,531	2,100	2,043	228
6	Shaw (Watha T. Daniel)	7,038	8,977	9,148	15,197	3,209
6	Southeast	3,369	3,550	3,710	4,375	1,637
6	Southwest	1,812	2,507	2,561	2,113	244
	Ward 6 Totals	**18,528**	**23,167**	**23,543**	**30,431**	**6,700**
7	Benning (Dorothy I. Height)	5,683	6,201	6,033	6,722	731
7	Capitol View	2,087	0	2,161	3,365	445
7	Deanwood	1,371	1,705	1,762	2,260	292
7	Francis Gregory	2,465	2,650	2,330	3,089	266
	Ward 7 Totals	**11,606**	**10,556**	**12,286**	**15,436**	**1,734**
8	Anacostia	4,490	4,882	4,616	6,988	1,995
8	Bellevue (William O. Lockridge)	2,491	2,792	2,728	3,748	258
8	Parklands-Turner	4,288	4,539	5,986	7,463	3,018
	Ward 8 Totals	**11,269**	**12,213**	**13,330**	**18,199**	**5,271**
	DCPL Total	**105,611**	**89,442**	**107,013**	**144,670**	**29,586**
	Percent Change		**-15.31%**	**19.65%**	**35.19%**	**-79.55%**

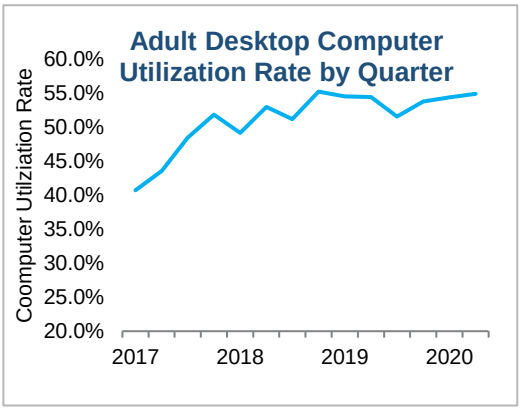


	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
Q1	84,388	85,689	105,473	90,841	106,211	145,502
Q2	83,871	93,469	111,816	103,815	122,218	138,341
Q3	87,306	105,611	89,442	107,013	144,670	29,586
Q4	87,916	108,699	94,437	100,573	150,151	
Total	**343,481**	**393,468**	**401,168**	**402,242**	**523,250**	**313,429**

COMPUTER SESSIONS

	Location	Q3 FY17	Q3 FY18	Q3 FY19	Q3 FY20	Adult Desktop Utilization Rate Q3 FY20
1	Mt. Pleasant	14,390	13,469	12,737	34	-
	Ward 1 Totals	**14,390**	**13,469**	**12,737**	**34**	
2	Martin Luther King, Jr. Memorial Library	0	-	-	-	-
2	Library Express	1,928	6,144	5,696	0	-
2	Georgetown	6,832	6,554	6,568	0	-
2	West End	5,886	12,214	13,859	44	-
	Ward 2 Totals	**14,646**	**24,912**	**26,123**	**44**	
3	Chevy Chase	3,223	4,058	4,368	0	-
3	Cleveland Park	1,963	1,936	5,386	14	-
3	Palisades	0	1,215	1,568	0	-
3	Tenley-Friendship	10,080	9,651	9,254	0	-
	Ward 3 Totals	**15,266**	**16,860**	**20,576**	**14**	
4	Petworth	8,526	12,318	13,359	0	-
4	Shepherd Park (Juanita E. Thornton)	6,210	7,986	7,917	32	-
4	Takoma Park	4,016	4,777	4,652	0	-
	Ward 4 Totals	**18,752**	**25,081**	**25,928**	**32**	
5	Lamond-Riggs	7,807	7,736	7,523	0	-
5	Woodridge	11,825	13,377	14,194	49	-
	Ward 5 Totals	**19,632**	**21,113**	**21,717**	**49**	
6	Northeast	7,786	8,767	8,439	28	-
6	Northwest One	10,119	10,300	7,518	0	-
6	Rosedale	4,689	6,757	6,861	0	-
6	Shaw (Watha T. Daniel)	17,900	19,064	16,035	0	-
6	Southeast	9,375	8,318	8,810	0	-
6	Southwest	7,096	8,014	5,241	0	-
	Ward 6 Totals	**56,965**	**61,220**	**52,904**	**28**	
7	Benning (Dorothy I. Height)	12,459	14,233	13,863	49	-
7	Capitol View	0	7,315	9,036	0	-
7	Deanwood	6,671	5,476	5,772	0	-
7	Francis Gregory	8,582	9,233	9,570	0	-
	Ward 7 Totals	**27,712**	**36,257**	**38,241**	**49**	
8	Anacostia	12,311	11,975	11,788	64	-
8	Bellevue (William O. Lockridge)	11,574	12,644	11,694	0	-
8	Parklands-Turner	8,545	11,712	11,948	0	-
	Ward 8 Totals	**32,430**	**36,331**	**35,430**	**64**	
	DCPL Total	**199,793**	**235,243**	**233,656**	**314**	-
	Percent Change		**17.74%**	**-0.67%**	**-99.87%**	

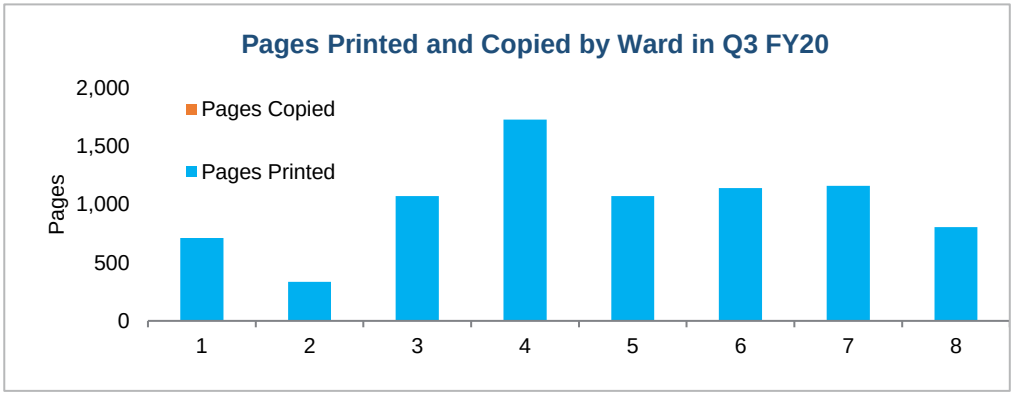




	FY 2017	FY 2018	FY 2019	FY 2020	FY 2017	FY 2018	FY 2019	FY 2020
Q1	252,893	211,392	224,809	242,891	40.7%	49.2%	54.6%	54.4%
Q2	228,529	228,155	225,484	206,174	43.6%	53.0%	54.5%	54.9%
Q3	199,793	235,243	233,656	314	48.5%	51.2%	51.6%	-
Q4	224,737	257,518	260,428		51.9%	55.3%	53.8%	
Total	**905,952**	**932,308**	**944,377**	**449,379**	**46.1%**	**55.5%**	**53.6%**	

PAGES PRINTED AND COPIED

		Printed		Copied	
	Location	Q3 FY19	Q3 FY20	Q3 FY19	Q3 FY20
1	Mt. Pleasant	34,990	712	6,486	0
	Ward 1 Totals	**34,990**	**712**	**6,486**	**0**
2	Martin Luther King, Jr. Memorial Library	-	-	-	-
2	Library Express	14,691	0	3,414	0
2	Georgetown	22,895	0	4,683	0
2	West End	35,347	334	6,185	0
	Ward 2 Totals	**72,933**	**334**	**14,282**	**0**
3	Chevy Chase	18,436	0	4,783	0
3	Cleveland Park	18,720	1,073	7,081	0
3	Palisades	6,747	0	1,547	0
3	Tenley-Friendship	26,418	0	5,552	0
	Ward 3 Totals	**70,321**	**1,073**	**18,963**	**0**
4	Petworth	45,117	0	12,552	0
4	Shepherd Park (Juanita E. Thornton)	29,417	1,730	7,231	0
4	Takoma Park	21,044	0	6,347	0
	Ward 4 Totals	**95,578**	**1,730**	**26,130**	**0**
5	Lamond-Riggs	29,256	0	8,828	0
5	Woodridge	54,398	1,071	18,298	0
	Ward 5 Totals	**83,654**	**1,071**	**27,126**	**0**
6	Northeast	29,177	1,141	4,730	0
6	Northwest One	14,087	0	2,993	0
6	Rosedale	13,461	0	3,212	0
6	Shaw (Watha T. Daniel)	41,842	0	9,403	0
6	Southeast	31,908	0	7,878	0
6	Southwest	20,380	0	3,487	0
	Ward 6 Totals	**150,855**	**1,141**	**31,703**	**0**
7	Benning (Dorothy I. Height)	49,907	1,161	15,218	0
7	Capitol View	35,314	0	7,429	0
7	Deanwood	17,233	0	4,124	0
7	Francis Gregory	42,783	0	8,484	0
	Ward 7 Totals	**145,237**	**1,161**	**35,255**	**0**
8	Anacostia	27,354	805	7,721	0
8	Bellevue (William O. Lockridge)	43,038	0	10,003	0
8	Parklands-Turner	46,196	0	9,228	0
	Ward 8 Totals	**116,588**	**805**	**26,952**	**0**
	DCPL Total	**770,156**	**8,027**	**186,897**	**0**
	Percent Change		**-98.96%**		**-100.00%**



	FY2019	FY2020
Q1	709,909	979,865
Q2	840,397	937,984
Q3	957,053	8,027
Q4	1,040,514	
Total	**3,547,873**	**1,925,876**

HOURS OF UNPLANNED CLOSURE

	Q1	Q2	Q3	Q4	FY20 Total
Anacostia	1.5				**1.5**
Bellevue		4			**4**
Deanwood (Co-located)	35	4.5			**39.5**
Northwest One (Co-located)	7.5				**7.5**
Parklands-Turner	9				**9**
Southwest	27				**27**
Woodridge		54			**54**
Total	**80**	**62.5**	**0**		**142.5**

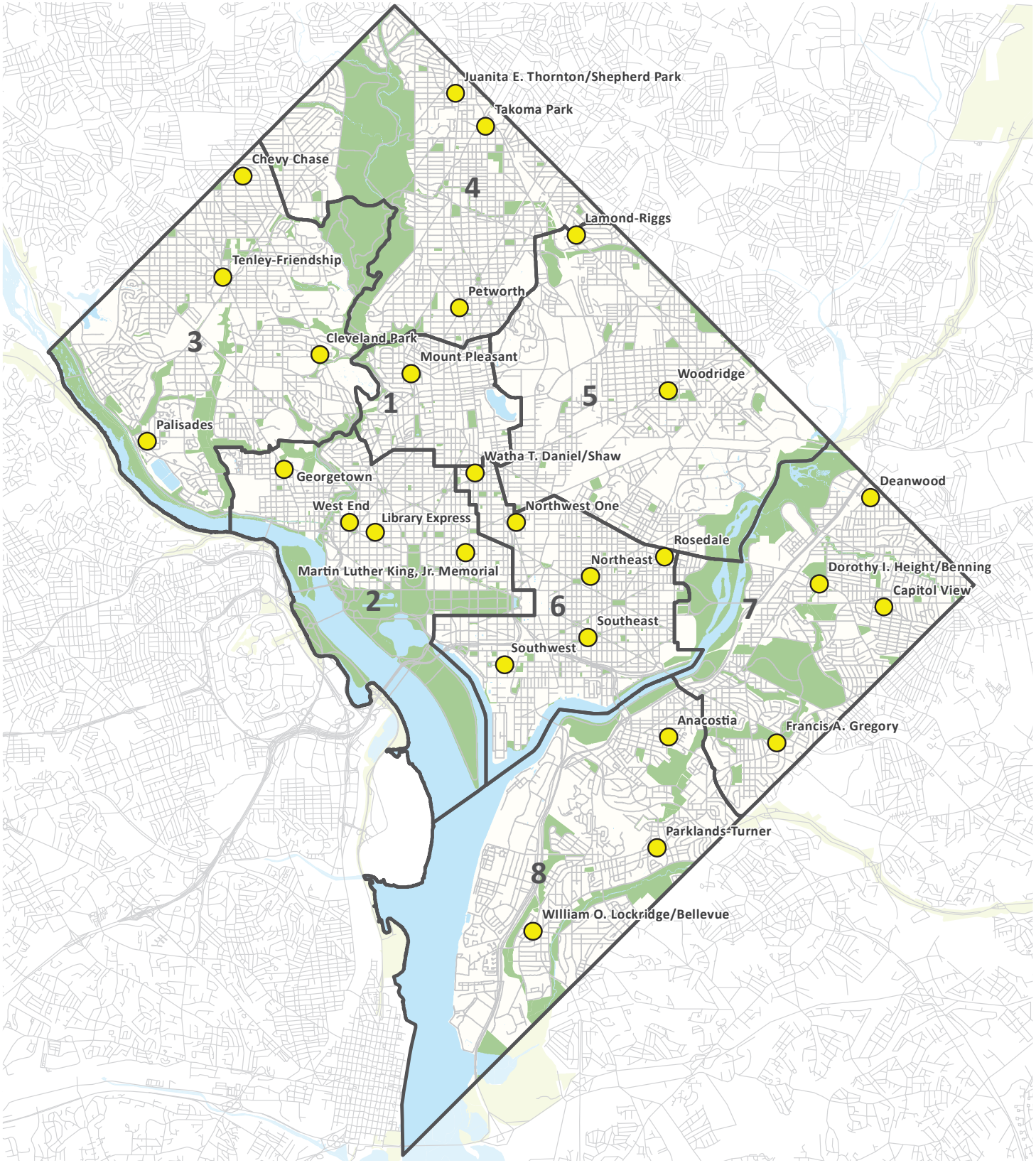
ONLINE ENGAGEMENT

	Q1	Q2	Q3	Q4	FY20 Total
Impressions	1,541,071	2,637,497	4,686,713	-	**8,865,281**
Engagement	29,522	43,271	85,345	-	**158,138**
Engagement Rate	1.9%	1.6%	1.8%	-	**1.8%**
New Website Visits (Sessions)	889,909	937,082	305,716	-	**2,132,707**
Overall Visits (Sessions)	1,294,662	1,362,270	706,440	-	**3,363,372**
New Visits as a % of overall visits	68.7%	68.8%	43.3%	-	**63.4%**

HUMAN RESOURCES

	Q3 FY19	Q3 FY20	% Change
Vacancy Rate	6.4%	10.2%	**60.6%**
# Staff of Extended Leave New	9	13	**44.4%**
# Staff on Extended Leave (Cont.)	7	2	**-71.4%**
Total Staff on Extended Leave	16	15	**-6.3%**

Map of DC Public Libraries by Ward



DCPL PERFORMANCE REPORT DATA GLOSSARY

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

Computer Sessions - A computer session is the use of a public access computer from the moment a costomer logs into the computer until the customer logs out of the computer.

Customer Access to Wi–Fi – The number of devices connected to the DCPL Wi–Fi network including 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 on 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 attributed to wards based on the cardholder's residence provide in account information.

Educator Accounts - These accounts are offered elusively to educators in District of Columbia schools, childcare facilities, or home settings. Account holders can check out a total of up to 100 children's, young adult, and adult books as well as audiobooks.

Extended Leave - Categories of legally authorized extended absences of three consecutive weeks or more that may impact staffing levels and productivity including, but not limited to, Family Medical Leave, Paid Family Leave, Workers' Compensation, and Leave Without Pay.

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

Pages Printed - Number of pages printed from public access multifunction device.

Pages Copied - Number of pages photocopied from the public access multifunction device.

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.

Student Accounts – 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.

Virtual Programs - Live content led by staff members, partner organizations, and paid presenters/contractors hosted by DC Public Library on digital or virtual formats.

Virtual Outreach - Live content led by staff members, partner organizations, and paid presenters/contractors hosted by other entities on digital or virtual formats.

Virtual Attendance - Attendance is calculated based on each virtual format. Facebook program attendance is the number of views during the first hour of the video is posted. Google Meet, WebEx, and Zoom program attendance is the number of participants during the duration of the program. Twitter and Podcast attendance is not calculated.