

LIBRARY SERVICES

QUARTERLY PERFORMANCE REPORT

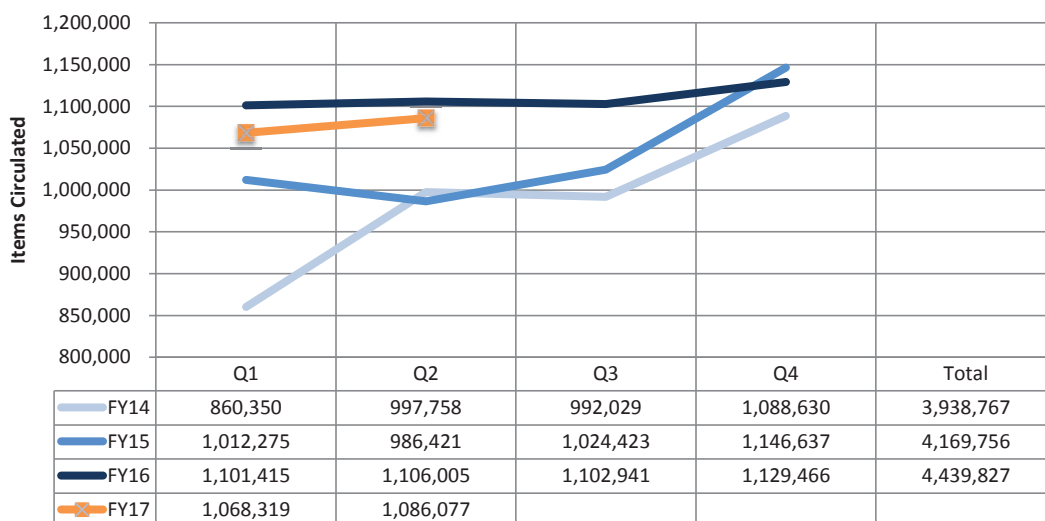
Q2 FY17



DATA TRENDS

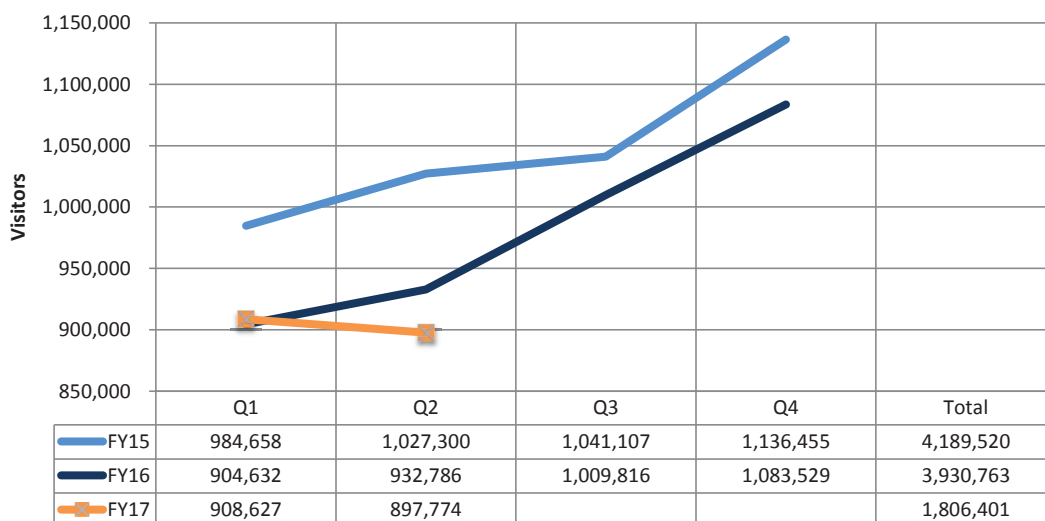
Circulation

FY14 - FY17 YTD



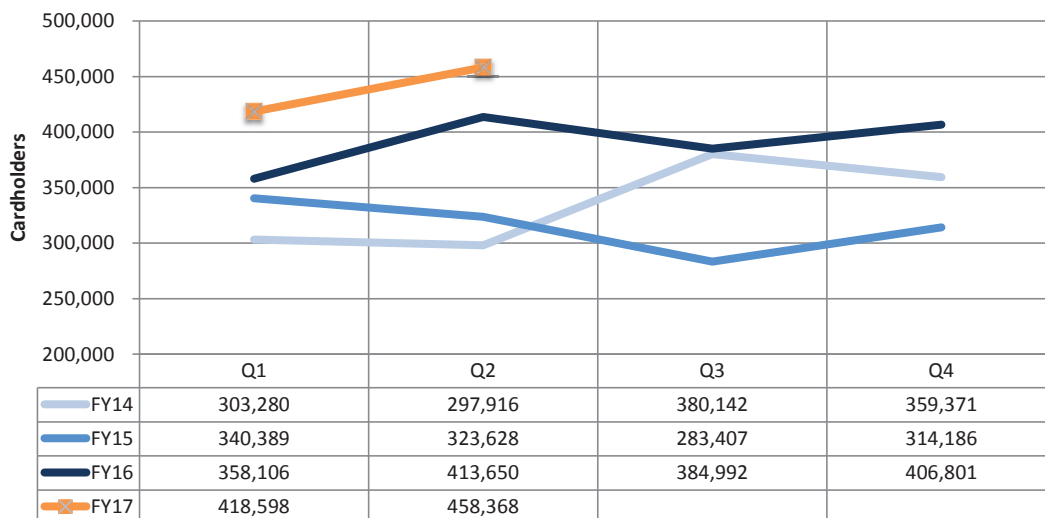
Gate Count

FY15 - FY17 YTD



Cardholders

FY14 - FY17 YTD



CIRCULATION AND CARDHOLDER ACTIVITY

Circulation

Ward	Location	Q2 FY17	Q2 FY16	Q2 FY15	Q2 FY14
1	MT PLEASANT	62,655	61,805	57,018	65,705
Ward 1 Totals		62,655	61,805	57,018	65,705
2	MLK. JR. MEMORIAL LIBRARY	175,504	230,335	198,091	140,217
2	GEORGETOWN	44,142	45,841	28,263	42,693
2	WEST END	17,956	16,470	13,779	26,560
Ward 2 Totals		237,602	292,646	240,133	209,470
3	CHEVY CHASE	40,791	26,524	40,946	44,417
3	CLEVELAND PARK	35,388	56,174	52,332	57,935
3	PALISADES	16,441	22,465	25,703	32,009
3	TENLEY-FRIENDSHIP	66,478	64,398	59,246	65,504
Ward 3 Totals		159,098	169,561	178,227	199,865
4	PETWORTH	33,347	34,045	29,897	34,772
4	SHEPHERD PARK (Juanita E. Thornton)	13,974	2,511	15,998	15,337
4	TAKOMA PARK	19,974	21,712	19,901	24,532
Ward 4 Totals		67,295	58,268	65,796	74,641
5	LAMOND RIGGS	20,203	13,100	12,519	19,883
5	WOODRIDGE	37,488	12,481	11,516	9,606
Ward 5 Totals		57,691	25,581	24,035	29,489
6	NORTHEAST	39,220	34,479	34,486	39,816
6	NORTHWEST ONE	7,296	5,915	5,334	8,351
6	ROSEDALE	7,896	9,285	9,543	14,809
6	SHAW (WATHA T. DANIEL)	37,806	28,641	27,997	35,074
6	SOUTHEAST	36,502	36,379	29,044	18,981
6	SOUTHWEST	16,356	17,598	16,894	22,065
Ward 6 Totals		145,076	132,297	123,298	139,096
7	BENNING (Dorothy I. Height)	13,080	13,125	14,125	22,078
7	CAPITOL VIEW	4,111	12,495	8,244	17,048
7	DEANWOOD	4,865	4,541	5,409	7,227
7	FRANCIS A. GREGORY	8,325	9,015	8,726	13,242
Ward 7 Totals		30,381	39,176	36,504	59,595
8	ANACOSTIA	9,822	11,044	9,147	16,015
8	BELLEVUE (William O. Lockridge)	7,453	8,667	8,036	9,487
8	PARKLANDS-TURNER	10,094	10,816	9,444	8,354
Ward 8 Totals		27,369	30,527	26,627	33,856
DC Jail Library		3,897	—	—	—
Libraries Subtotal		791,064	809,861	751,638	811,717
Digital Library		295,013	296,144	234,783	186,041
DCPL Total		1,086,077	1,106,005	986,421	997,758
Percentage Change (compared to current year)			1.83%	-9.18%	-8.13%

	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	1,086,077			2,154,396

CIRCULATION AND CARDHOLDER ACTIVITY

Active Cardholders by Ward

	Q2 FY17 Student DC OneCards	Q2 FY17 All Cardholders
1	7,589	45,487
2	1,800	29,418
3	5,654	44,987
4	13,115	52,412
5	10,990	49,757
6	8,136	54,970
7	16,311	56,489
8	19,004	63,035
MD/VA/Out of State/Other	996	61,813
Total Cardholders	83,595	458,368
	Q2 FY16	413,650
	Q2 FY15	323,628
	Q2 FY14	297,916

Top Titles - Q2 FY17

Fiction	Circulation	Non-Fiction	Circulation
Commonwealth by Ann Patchett	320	<i>Between the World and Me</i> by Ta-Nehisi Coates	439
<i>The Underground Railroad</i> by Colson Whitehead	307	<i>Hillbilly Elegy: A Memoir of a Family and Culture in Crisis</i> by J.D. Vance	407
<i>All the Light We Cannot See</i> by Anthony Doerr	278	<i>When Breath Becomes Air</i> by Paul Kalanithi	233
<i>The Girl on the Train</i> by Paula Hawkins	272	<i>The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing</i> by Marie Kondo	183
<i>The Hopefuls</i> by Jennifer Close	212	<i>Dark Money: The Hidden History of the Billionaires Behind the Rise of the Radical Right</i> by Jane Mayer	179

Database Usage

	Q1 FY17	Q2 FY17	Q3 FY17	Q4 FY17	FY17 Total
Database Usage	249,774	292,248			542,022

BUILDING USE AND ACTIVITY

Gate Count

Ward	Location	Q2 FY17	Q2 FY16	Q2 FY15
1	MT PLEASANT	64,556	59,060	60,118
Ward 1 Totals		64,556	59,060	60,118
2	MLK. JR. MEMORIAL LIBRARY	105,547	157,012	176,685
2	GEORGETOWN	36,379	31,906	21,793
2	WEST END	20,915	20,887	23,498
Ward 2 Totals		162,841	209,805	221,976
3	CHEVY CHASE	35,870	20,916	33,578
3	CLEVELAND PARK	17,063	59,329	67,521
3	PALISADES	14,736	22,633	26,092
3	TENLEY-FRIENDSHIP	59,224	58,253	57,388
Ward 3 Totals		126,893	161,131	184,579
4	PETWORTH	42,366	43,608	41,622
4	SHEPHERD PARK (Juanita E. Thornton)	21,762	112	22,650
4	TAKOMA PARK	18,031	21,086	20,497
Ward 4 Totals		82,159	64,806	84,769
5	LAMOND RIGGS	26,996	27,141	26,651
5	WOODRIDGE	35,982	18,823	18,388
Ward 5 Totals		62,978	45,964	45,039
6	NORTHEAST	29,513	27,863	27,773
6	NORTHWEST ONE	24,220	20,291	22,645
6	ROSEDALE	19,289	19,596	20,915
6	SHAW (WATHA T. DANIEL)	56,901	50,927	53,426
6	SOUTHEAST	37,353	38,311	38,093
6	SOUTHWEST	24,433	24,893	28,749
Ward 6 Totals		191,709	181,881	191,601
7	BENNING (Dorothy I. Height)	46,268	45,333	55,073
7	CAPITOL VIEW	15,811	22,504	23,579
7	DEANWOOD	21,537	20,662	24,253
7	FRANCIS A. GREGORY	26,706	26,035	28,307
Ward 7 Totals		110,322	114,534	131,212
8	ANACOSTIA	38,804	39,397	49,755
8	BELLEVUE (William O. Lockridge)	24,516	23,672	24,184
8	PARKLANDS-TURNER	32,996	32,536	34,067
Ward 8 Totals		96,316	95,605	108,006
DCPL Total		897,774	932,786	1,027,300
Percentage Change (compared to current year)			3.90%	14.43%

	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	897,774			1,806,401

BUILDING USE AND ACTIVITY

Customer Access to Wi-Fi

Ward	Location	Q2 FY17	Q2 FY16	Q2 FY15
1	MT PLEASANT	6,856	5,366	5,471
Ward 1 Totals		6,856	5,366	5,471
2	MLK. JR. MEMORIAL LIBRARY	25,622	25,382	20,849
2	GEORGETOWN	5,852	4,475	3,027
2	WEST END	967	816	767
Ward 2 Totals		32,441	30,673	24,643
3	CHEVY CHASE	3,224	1,136	1,638
3	CLEVELAND PARK	1,404	1,699	1,925
3	PALISADES	1,167	1,327	1,313
3	TENLEY-FRIENDSHIP	5,293	4,242	4,721
Ward 3 Totals		11,088	8,404	9,597
4	PETWORTH	6,731	5,542	5,586
4	SHEPHERD PARK (Juanita E. Thornton)	2,153	123	1,473
4	TAKOMA PARK	1,632	1,142	932
Ward 4 Totals		10,516	6,807	7,991
5	LAMOND RIGGS	2,128	2,068	1,653
5	WOODRIDGE	4,354	1,565	2,873
Ward 5 Totals		6,482	3,633	4,526
6	NORTHEAST	4,052	2,544	2,170
6	NORTHWEST ONE	1,822	1,668	1,455
6	ROSEDALE	1,409	1,285	1,168
6	SHAW (WATHA T. DANIEL)	8,321	6,081	5,423
6	SOUTHEAST	3,197	2,877	2,725
6	SOUTHWEST	2,141	1,703	1,449
Ward 6 Totals		20,942	16,158	14,390
7	BENNING (Dorothy I. Height)	5,925	5,196	1,555
7	CAPITOL VIEW	1,380	2,018	2,161
7	DEANWOOD	1,593	1,578	1,112
7	FRANCIS A. GREGORY	2,569	2,087	2,138
Ward 7 Totals		11,467	10,879	6,966
8	ANACOSTIA	4,578	4,298	4,060
8	BELLEVUE (William O. Lockridge)	2,927	2,585	2,330
8	PARKLANDS-TURNER	4,519	4,666	3,897
Ward 8 Totals		12,024	11,549	10,287
DCPL Total		111,816	93,469	83,871
Percentage Change (compared to current year)			-16.41%	-24.99%

	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	111,816			217,289

BUILDING USE AND ACTIVITY

Adult Desktop
Computer
Utilization Rate

Computer Sessions

Ward	Location	Q2 FY17	Q2 FY16	Q2 FY15	Q2 FY14	Q2 FY17
1	MT PLEASANT	12,365	12,093	15,418	12,528	49.47%
Ward 1 Totals		12,365	12,093	15,418	12,528	49.47%
2	MLK. JR. MEMORIAL LIBRARY	36,202	47,354	54,437	59,973	93.29%
2	GEORGETOWN	6,635	7,898	4,838	6,896	21.93%
2	WEST END	2,633	4,950	3,009	3,182	31.54%
Ward 2 Totals		45,470	60,202	62,284	70,051	44.78%
3	CHEVY CHASE	2,862	1,715	5,865	4,219	30.07%
3	CLEVELAND PARK	1,315	3,728	4,830	6,060	-
3	PALISADES	1,010	1,540	3,635	1,946	24.87%
3	TENLEY-FRIENDSHIP	10,773	10,898	13,039	9,640	45.11%
Ward 3 Totals		15,960	17,881	27,369	21,865	25.02%
4	PETWORTH	11,013	13,509	18,280	12,956	42.03%
4	SHEPHERD PARK (Juanita E. Thornton)	5,981	118	9,721	6,114	44.54%
4	TAKOMA PARK	4,862	6,349	4,482	5,111	47.53%
Ward 4 Totals		21,856	19,976	32,483	24,181	44.71%
5	LAMOND RIGGS	5,806	5,198	4,651	6,909	41.21%
5	WOODRIDGE	10,527	9,434	10,706	4,581	50.69%
Ward 5 Totals		16,333	14,632	15,357	11,490	45.97%
6	NORTHEAST	7,229	8,134	8,848	2,766	28.46%
6	NORTHWEST ONE	7,597	7,931	6,288	7,670	32.11%
6	ROSEDALE	6,389	4,496	6,608	5,584	39.68%
6	SHAW (WATHA T. DANIEL)	15,181	15,310	17,272	14,609	60.10%
6	SOUTHEAST	4,831	4,383	4,727	3,300	35.46%
6	SOUTHWEST	5,578	5,305	5,682	8,160	37.28%
Ward 6 Totals		46,805	45,559	49,425	42,089	39.03%
7	BENNING (Dorothy I. Height)	12,059	12,003	13,861	14,796	59.30%
7	CAPITOL VIEW	5,120	7,387	6,023	7,230	60.00%
7	DEANWOOD	6,077	7,706	5,952	6,112	57.55%
7	FRANCIS A. GREGORY	10,297	10,691	12,898	7,989	48.76%
Ward 7 Totals		33,553	37,787	38,734	36,127	55.96%
8	ANACOSTIA	13,021	13,294	15,602	14,175	57.75%
8	BELLEVUE (William O. Lockridge)	13,318	14,246	11,497	10,571	50.54%
8	PARKLANDS-TURNER	9,848	7,756	7,505	9,186	58.12%
Ward 8 Totals		36,187	35,296	34,604	33,932	55.46%
DCPL Total		228,529	243,426	275,674	252,263	43.61%
Percentage Change (compared to current year)			6.52%	20.63%	10.39%	

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	228,529			481,422

Adult Desktop Computer Utilization Rate Trend

Data					
FY17	40.72%	43.61%			42.18%

BUILDING USE AND ACTIVITY

Meeting/Study Room Use and Attendance

Ward	Location	Meetings		Attendance		Study Room Use	
		Q2 FY17	Q2 FY16	Q2 FY17	Q2 FY16	Q2 FY17	Q2 FY16
1	MT. PLEASANT	483	394	7,486	5,169	661	636
Ward 1 Total		483	394	7,486	5,169	661	636
2	GEORGETOWN	190	108	2,041	1,083	526	472
2	WEST END INTERIM						
2	MLK JR. MEMORIAL LIBRARY	550	444	4,298	3,633		
Ward 2 Total		740	552	6,339	4,716	526	472
3	CHEVY CHASE	80	43	749	315		
3	CLEVELAND PARK		97		1,233		
3	PALISADES	22	35	227	353		
3	TENLEY-FRIENDSHIP	127	144	1,529	1,645	1,376	1,254
Ward 3 Total		229	319	2,505	3,546	1,376	1,254
4	PETWORTH	330	348	1,601	2,319	423	432
4	SHEPHERD PARK (Juanita E. Thornton)	233	-	3,189	-	374	
4	TAKOMA PARK	128	128	441	560		
Ward 4 Total		691	476	5,231	2,879	797	432
5	LAMOND-RIGGS	272	260	4,323	3,734	142	162
5	WOODRIDGE	316		4,102		698	
Ward 5 Total		588	260	8,425	3,734	840	162
6	NORTHEAST	207	147	2,115	1,804	741	612
6	NORTHWEST ONE	16	45	204	694		
6	ROSEDALE						
6	SHAW (Watha T. Daniel)	180	236	1,786	1,771	1,544	1,431
6	SOUTHEAST	36	124	1,050	2,149		
6	SOUTHWEST	28	37	324	687	68	163
Ward 6 Total		467	589	5,479	7,105	1,612	2,206
7	BENNING (Dorothy I. Height)	470	393	6,503	6,926	997	859
7	CAPITOL VIEW	45	179	853	2,989		
7	DEANWOOD						
7	FRANCIS A. GREGORY	279	220	1,007	1,796	543	496
Ward 7 Total		794	792	8,363	11,711	1,540	1,355
8	ANACOSTIA	501	490	7,867	6,581	560	334
8	BELLEVUE (William O. Lockridge)	270	192	4,138	2,478	245	168
8	PARKLANDS-TURNER						
Ward 8 Total		771	682	12,005	9,059	805	502
DCPL Total		4,763	4,064	55,833	47,919	8,157	7,019

OPERATIONS

Service Desk Tickets

	Quarterly Statistics			Year to Date Statistics		
	Q2 FY17	Q2 FY16	% Change Q1 FY17/ Q1 FY16	YTD FY17	YTD FY16	% Change FY17/ FY16
Facilities Tickets Closed	607	654	-7.19%	1,315	1,361	-3.38%
Facilities Ticket Closure Rate	98.22%	97.90%	0.33%	95.85%	93.03%	3.03%
IT Tickets Closed	1,536	1,850	-16.97%	3,135	3,369	-6.95%
IT Ticket Closure Rate	96.97%	96.27%	0.73%	97.15%	95.82%	1.39%

Human Resources Data

	Quarterly Statistics			Year to Date Statistics		
	Q2 FY17	Q2 FY16	% Change Q1 FY17/ Q1 FY16	YTD FY17	YTD FY16	% Change FY17/ FY16
Vacancy Rate	6.03%	4.49%	34.30%			
Staff Trainings	255	220	15.91%	487	538	-9.48%
# Staff on Extended Leave (New)	24	29	-17.24%	47	46	2.17%
# Staff on Extended Leave (Continuing)	44	19	131.58%			
Total Staff on Extended Leave	68	48	41.67%			

Hours of Unplanned Closure by Location

	Q1 FY17	Q2 FY17	Q3 FY17	Q4 FY17	FY17 Total
Anacostia		8			8
Bellevue (William O. Lockridge)	5				5
Capitol View	4.5				4.5
Deanwood	7.5	19			26.5
Francis A. Gregory	1.5	5			6.5
Georgetown	39				39
Lamond Riggs		7.5			7.5
Northwest One	8	3			11
Palisades	7.5				7.5
Parklands-Turner	4.5				4.5
Petworth		11			11
Rosedale	3	4.5			7.5
Shaw (Watha T. Daniel)	7				7
Southwest		7			7
West End		17.5			17.5
Woodridge	25	1			26
Systemwide Closure	208	46			254
Total	320.5	129.5			450.0

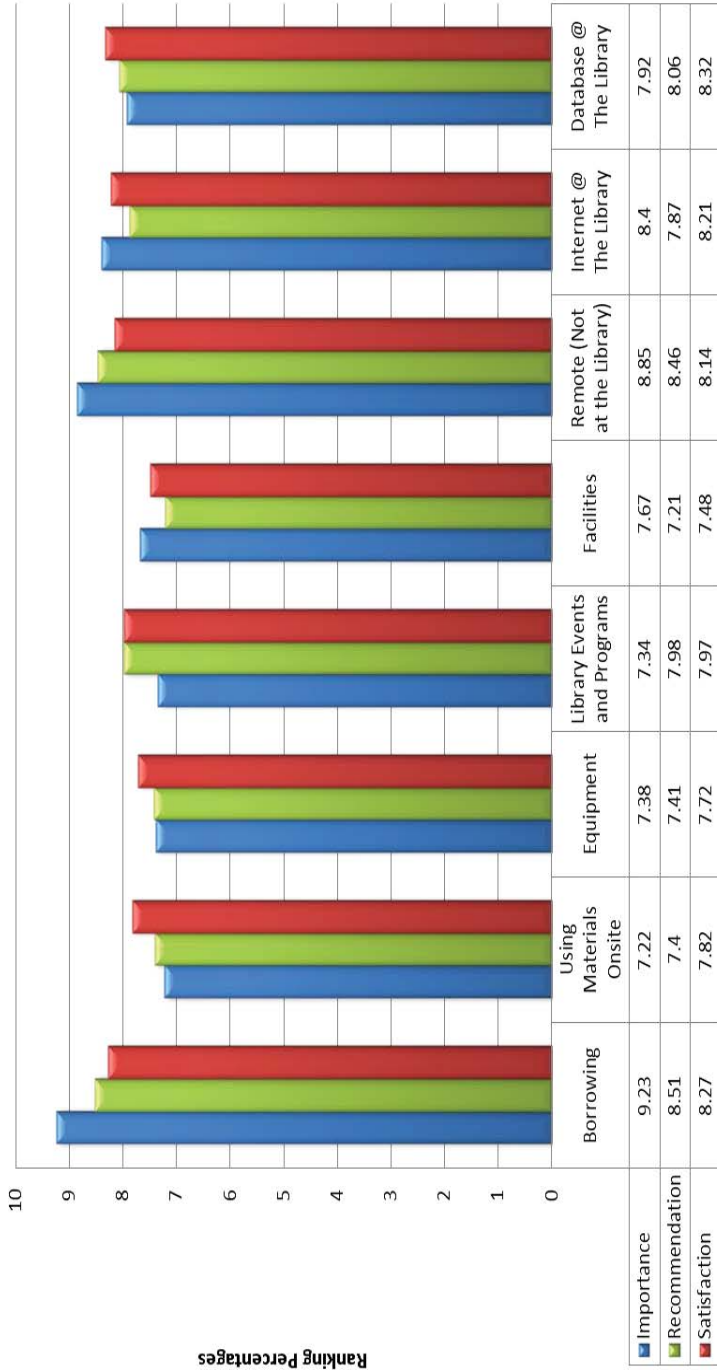
PATRON SATISFACTION AND ONLINE ENGAGEMENT

Counting Opinions Survey

Library Service Rankings - Cumulative Data - 4/1/16 - 3/31/17

Total Responses = 986

Library Services Rankings



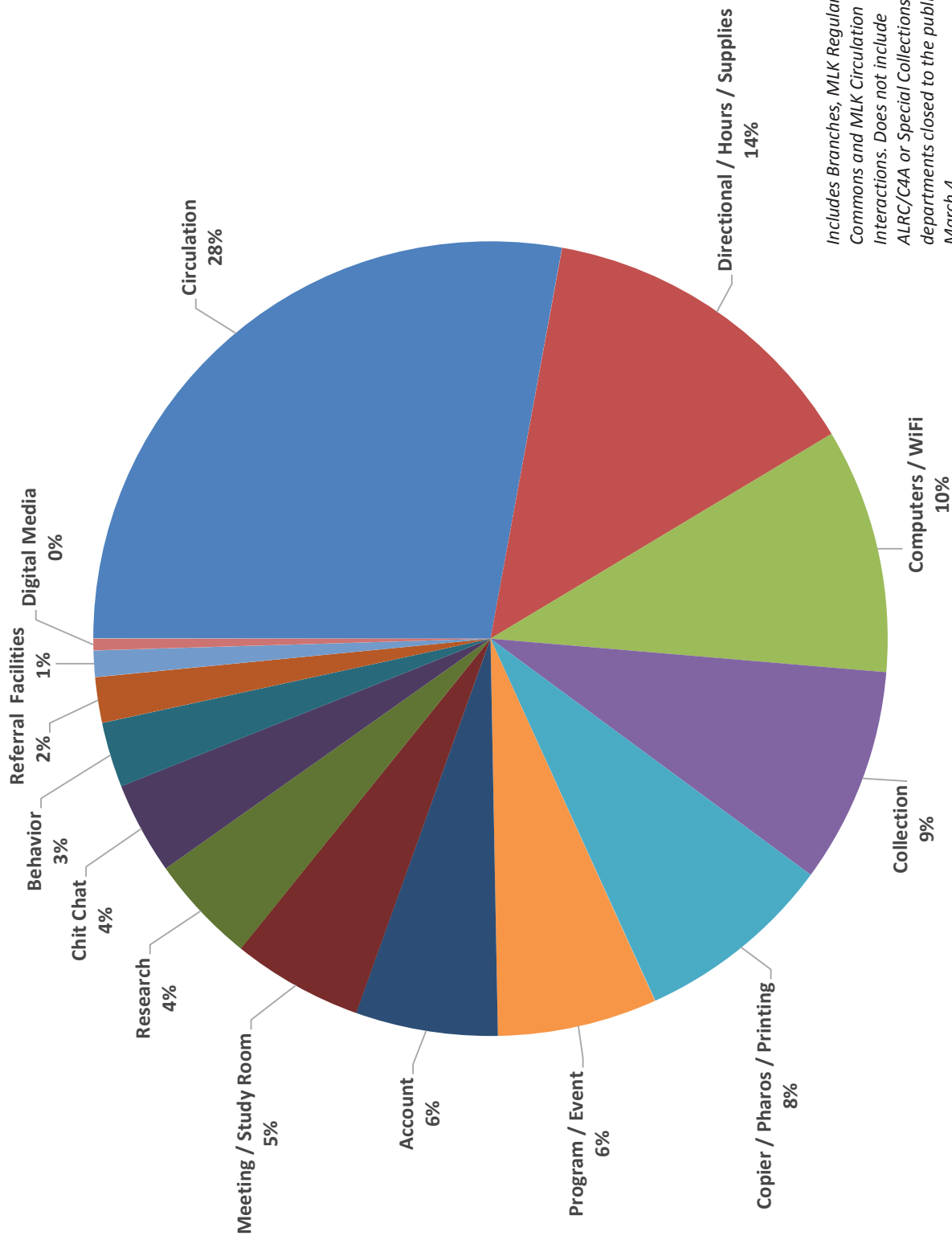
Online Engagement

	FY17 Q1	FY17 Q2	FY17 Q3	FY17 Q4	FY17 Total
Social Media Impressions	1,460,993	1,398,644			2,859,637
Social Media Engagement	16,909	13,881			30,790
Social Media Engagement Rate	1.16%	0.99%			2.15%
New Website Visits (Sessions)	304,504	332,237			636,741
Overall Website Visits (Sessions)	774,531	815,737			1,590,268
New Visits as a % of overall visits	39.31%	40.73%			40.00%

CUSTOMER INTERACTIONS BY TYPE

Q2 FY17

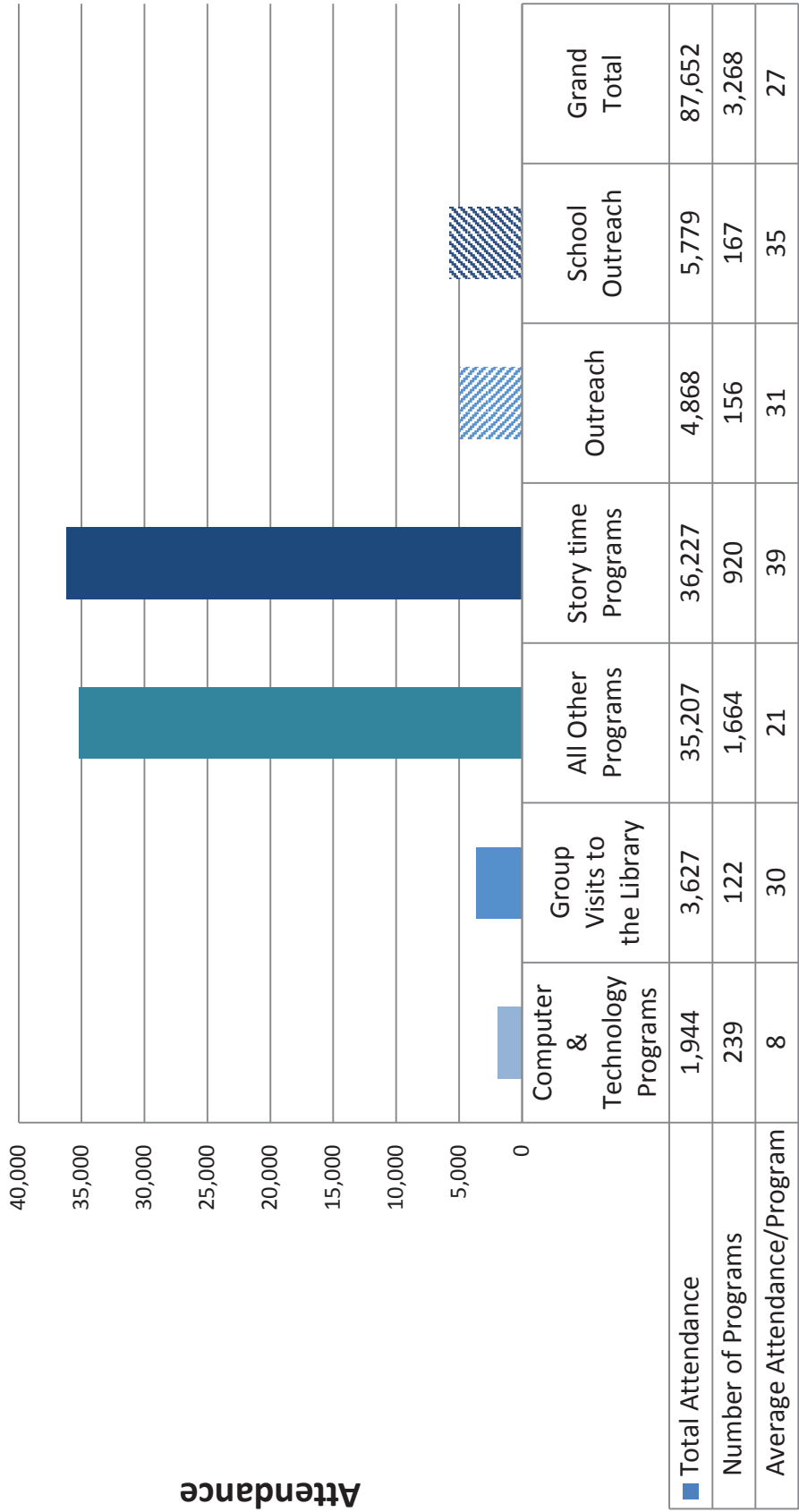
Total Interactions: 156,952



Includes Branches, MLK Regular, Digital Commons and MLK Circulation Interactions. Does not include ALRC/C4A or Special Collections. MLK departments closed to the public on March 4.

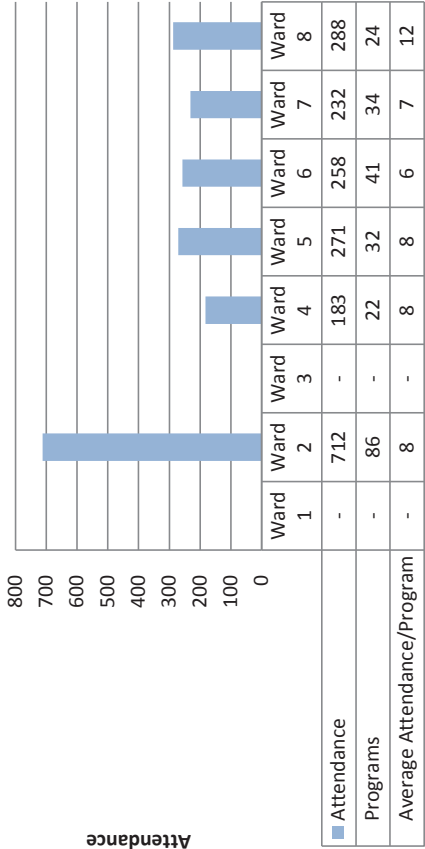
SYSTEMWIDE PROGRAM AND ATTENDANCE DATA

Q2 FY17 - Systemwide Program and Attendance by Activity Type

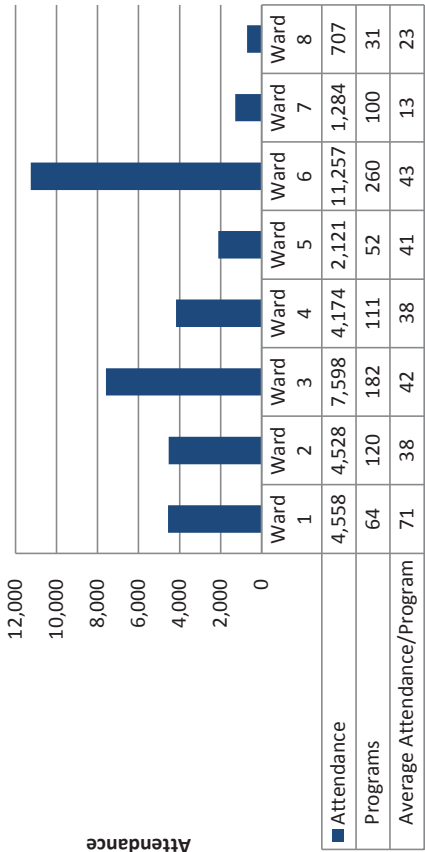


SYSTEMWIDE PROGRAM AND ATTENDANCE DATA

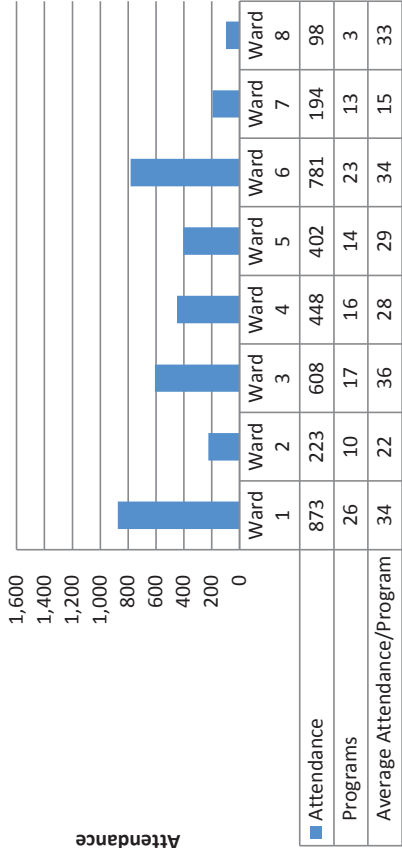
Computers & Technology



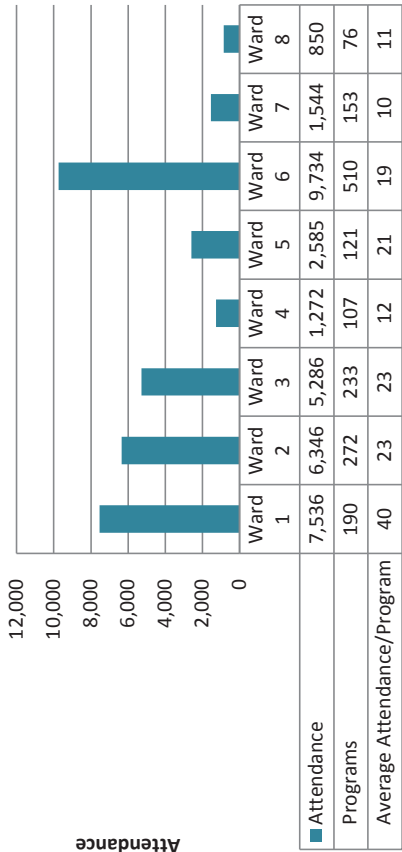
Story Times



Group Visits to the Library

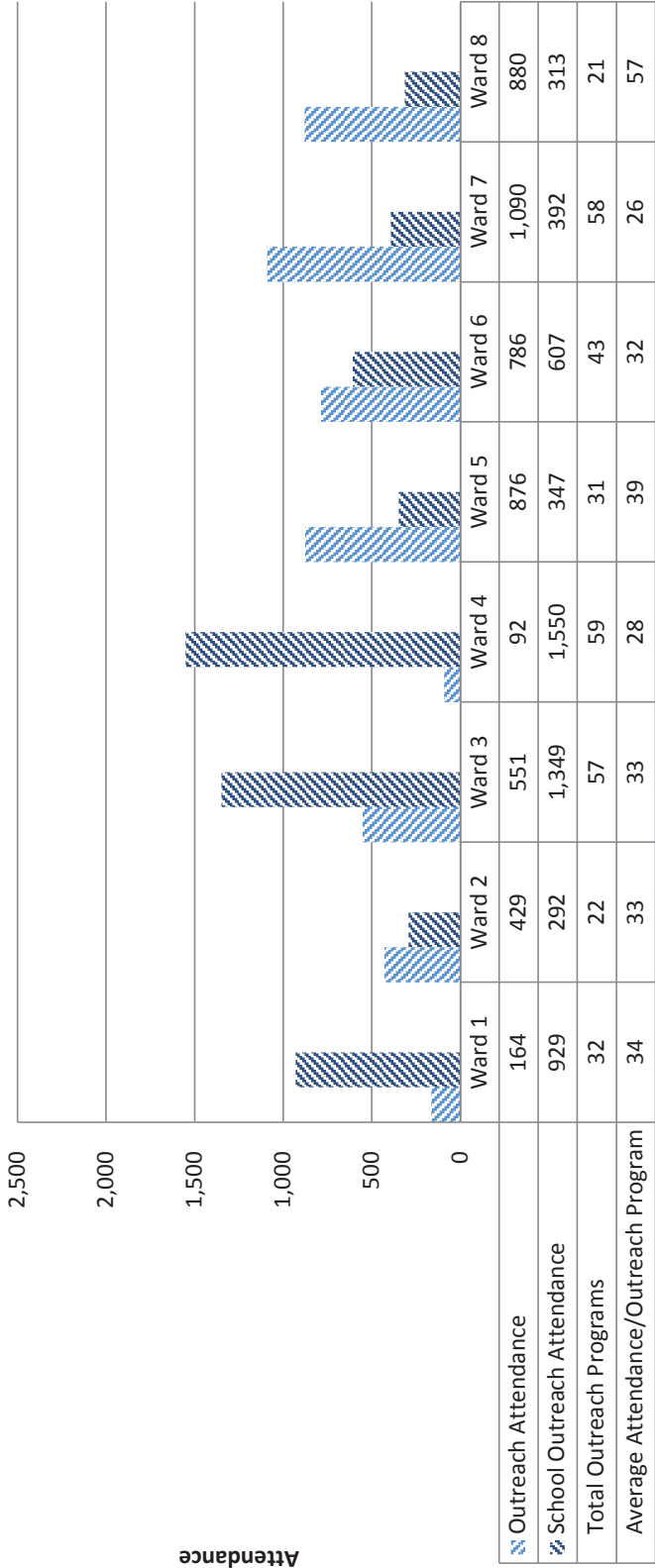


All Other Programs



SYSTEMWIDE PROGRAM AND ATTENDANCE DATA

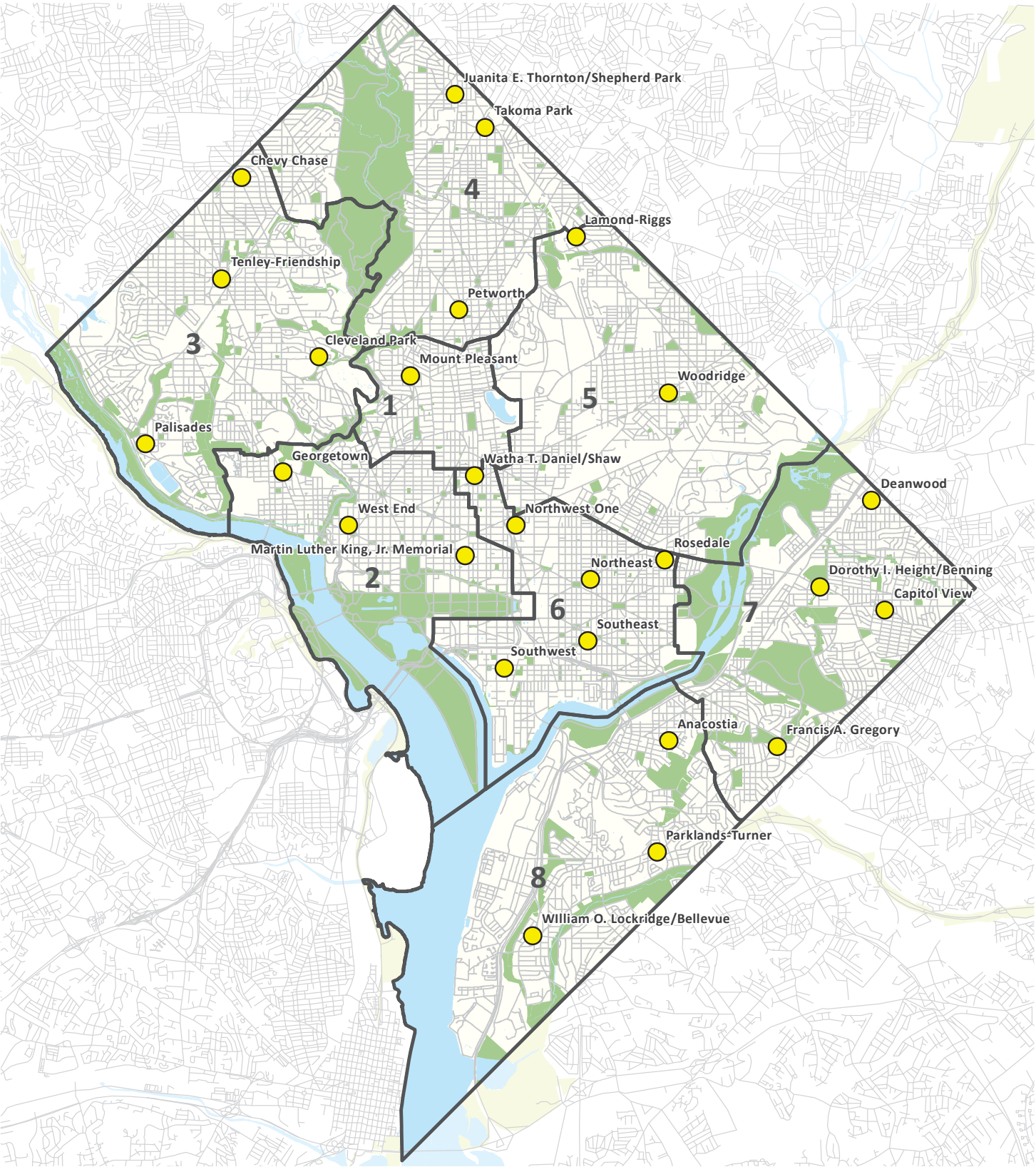
Total Outreach Attendance by Ward



Books From Birth

	FY17 Q2
Eligible Children Citywide	46,749
Enrollment Citywide	20,245
Graduated Citywide	2,520
% of Citywide Eligible Enrolled	48.69%
Eligible Children in Target Areas	22,279
Enrollment in Target Areas	13,237
% of Enrolled from Target Areas	65.38%

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 Trainings – Number of staff trainings 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.